PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

MAKING SALES FOR SAUER'S

The C. F. Sauer Company of Richmond makes Duke's Home-Made Mayonnaise, Sauer's Prize-Winning Vanilla, and 32 other flavoring extracts. Since 1887, these fine products have won no less than 19 highest awards and gold medals in international competition for their purity, strength, and fine flavor.

And Station W-L-E-E makes sales for Sauer's! This well-known company started on W-L-E-E with an experimental one-hour Sunday afternoon musical prestige program, and six quarter-hours on Harvey Hudson's morning show. They tried these programs for 13 weeks. Both schedules have just been renewed.

The C. F. Sauer Company celebrated its 60th anniversary last October. Its products are nationally known as "the largest selling brand of extracts in the United States."

If you want a sales boost in Richmond, take a tip from Sauer's. Get W-L-E-E on that schedule fast. Call in your Headley-Reed man today.

W-L-E-E

Mutual...in Richmond

TOM TINSLEY, President ■ IRVIN G. ABELOFF, Gen. Mgr. ■ Rep. by HEADLEY-REED

THE SPIRIT OF 1010

NEWS **SPORTS** **MUSIC**

Again this year, in the **"Spirit of 1010"**, Mel Allen and Russ Hodges are bringing New York listeners *on-the-spot* broadcasts of the World Champion New York Yankees.

The 1947 listening trend indicates that 1948 will give WINS its biggest summertime audience in history. We say this after a quick look-see at the WINS audience increase last year of over 25%.

BUT the **"Spirit of 1010"** means more than just baseball. During this high rating sports season, we complement these Yankee games with the best in music and complete news coverage*. As a result, we are gratified to know that the New York audience is also feeling the **"Spirit of 1010".**

*As a special news feature, WINS will give New Yorkers complete on-the-spot coverage of the Republican and Democratic National Conventions.

1010 ON YOUR DIAL

CROSLEY BROADCASTING CORPORATION

WINS
50KW NEW YORK

REPORT ON TELEVISION

NO. 2

OVER A MILLION . . .

NEW YORK'S TELEVISION AUDIENCE

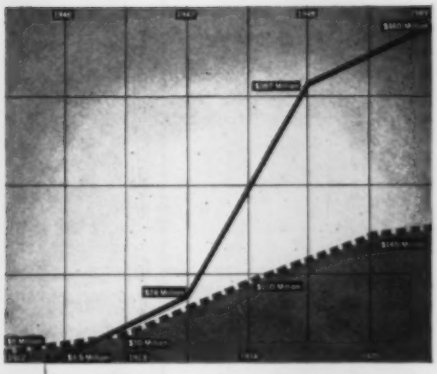
Latest survey shows the New York area has 374,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.

OVER HALF TUNED TO WABD . . .

A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were originations of WABD, New York, key station of Du Mont Television Network.

TALK ABOUT AUDIENCE RESPONSE!

First time Du Mont Network's popular "Charade Quiz" was aired, it pulled 50 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!



TELEVISION'S FIRST THREE YEARS

as compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.

TELEVISION DUMONT NETWORK

Ask Du Mont— For complete information about programs, costs and availabilities, write or wire Du Mont Time Sales Department.

DU MONT TELEVISION NETWORK

"The Nation's Window On The World"

515 Madison Avenue, New York 22, N. Y.

KEY STATIONS

WABD—Channel 5	WTTG—Channel 5	WDTV—Channel 3
New York, N. Y.	Washington, D. C.	Pittsburgh, Pa.

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

SOME of scripts relating to medical and pharmaceutical advertising, particularly those which instruct announcers to inject sincerity and oomph in advocating 100-yard dashes to nearest drugstore, are causing FCC members to emote. Nothing approaching crackdown indicated but concern is expressed about whether such diatribes aren't misleading and unfairly competitive. Federal Trade Commission rather than FCC would have jurisdiction, however.

R. J. REYNOLDS TOBACCO Co. about to sign Jimmy Durante for new fall Camel cigarette show on NBC, 8:30-9 p.m. Fridays, through Wm. Esty agency, New York.

SMOLDERING resentment of Chairman White of Senate Interstate Commerce Committee over NAB's position on his bill (S-1333) to rewrite Communications Act burst into flame at recent executive session. Sen. White discussed possible investigation of NAB to determine whether President Justin Miller in fact spoke for its station membership, and said he would undertake it himself if he were not retiring from Congress. It's no secret that other committee members were not pleased with NAB position as presented year ago.

ARBITRATION of differences between Philip Morris and Phil Baker, m.c. of their *Everybody Wins* show, scheduled soon on West Coast with Biow agency as referee. Sidelight is that Baker has only month to go on present 13-week contract.

ALTHOUGH Wallace committee won't know how much money it can spend until after Third Party convention July 1 they agree radio will be major medium for promotion of candidate and that drive will be intensive.

THOMAS E. DEWEY and Harold Stassen have reminded their floor leaders that television's merciless eye will be trained on Philadelphia Convention unceasingly, instructing them not to be seen talking to heads of delegations pledged to other candidates, to keep as many delegates as possible on floor (and in cameras), and to watch personal conduct.

REVELATION of successful Stratovision tests in BROADCASTING, has stirred competitive interest in experiments. Spectacular prevue Wednesday by Westinghouse likely to be closely scrutinized by engineers though it's a publicity rather than technical show (see story page 22).

MEMBERS of FCC don't think much of proposed White Bill provision which would separate agency into two panels—one for broadcast services, other for common carrier and related activities. Neither division would be autonomous and since appeals would be permitted from division to full FCC, feeling is

(Continued on page 90)

Upcoming

June 21: South Carolina Broadcasters Assn., Ocean Front Hotel, Myrtle Beach, S. C.
June 21-22: Canadian Assn. of Broadcasters, Ontario regional meetings, Hotel London, London, Ont.
June 21-24: Republican National Convention, Philadelphia.
June 21-25: American Institute of Electrical Engineers, Mexico City, Mex.
June 23-24: Missouri State Broadcasters Assn., Tiger Hotel, Columbia, Mo.
June 23-26: Newspaper Adv. Executives Assn., Chateau Frontenac, Quebec.
June 25-26: Kentucky Broadcasters Assn., Seelback Hotel, Louisville.

(Other Upcomings on page 38)

Bulletins

RADIO MFRS. ASSN. unanimously adopted resolution at annual convention in Chicago requesting U. S. Census Bureau to include in its 1950 canvass questions concerning ownership of AM FM and TV sets (see story page 26).

ASSN. of National Advertisers has elected following vice presidents: Edward T. Batchelder, ANA secretary, to continue in that post; John F. Kurie, head of ANA advertising research, and Cy Norton, in charge of ANA member relations and annual conventions.

Business Briefly

SOAP FIRM SPONSORS ● White King Soap Co., Los Angeles, June 23 begins for 52 weeks *Chandu, the Magician* on 44 Don Lee stations plus KOOL Phoenix and KCNA Tucson, Mon. through Fri., 5:15-30 p.m. (PDST). Agency Raymond R. Morgan Co.

PACKER SEGMENT ● Luer Packing Co., Los Angeles (meats) June 19 starts weekly 15-minute segment of *Meet the Missus* on 7 CBS stations, Sat., 12-12:15 p.m. (PDST). Agency, Dan B. Miner Co., Los Angeles.

FORD SHIFT ● Ford Motor Co., Dearborn, Mich., moving *Ford Theatre* Sundays, 3-4 p.m., from NBC to CBS, Fridays, 9-10 p.m., effective Oct. 8. Show ends on NBC June 27. Agency, Kenyon & Eckhardt, New York.

POLITICAL PACKAGE ● Young Men's Shop, Washington, sponsoring all station breaks and available spots during GOP convention on WASH (FM) Washington. Agency Harwood Martin Adv. Agency, Washington.

HENNOCK ACTION AWAITED

SENATE had not acted in early hours Saturday morning on nomination of Frieda B. Hennock to FCC, as filibuster by Sen. Taylor (D-Idaho) ran past midnight (early story page 22). If nomination is rejected or passed over before vacancy exists June 30, government records show no precedent as to legality of paying $10,000 FCC salary should President give her interim appointment.

House Rushes Action on Probe of FCC

FULL-DRESS investigation of FCC by House select committee provided in bombshell resolution introduced Friday afternoon by Rep. Forest A. Harness (R-Ind.) and sped to House floor one hour later by 9-1 vote of Rules Committee.

Reminiscent of far-reaching 1943-44 Cox Committee investigation, probe aimed at FCC Blue Book program activities, its license and renewal policies, whether it has licensed or plans to license subversive or Communist-front applicants, and its general operations and selection of personnel would be launched upon House passage, of which Rep. Harness appeared assured. Measure (H-Res. 619) was slated for House consideration Saturday.

The House Interstate Commerce Committee, which normally handles radio legislation, went into immediate executive session and voted to seek the "most effective" course to block the measure, according to members.

Rep. Adolph J. Sabath (D-Ill.), ranking minority member of Rules Committe and lone dissenter to committee's favorable report, pledged himself to floor fight on resolution, which he lambasted as purely "political" and "an unfair smear" on FCC.

Select committee would be empowered to act whether Congress is in session or not. Rep. Harness said several colleagues suggested he head committee and that he was willing to accept. Five-man committee would be named by Speaker Martin to report with recommendations at Congressional session convening next January. Funds for probe would be provided through Committee on Accounts.

Both Rep. Harness and Rep. E. E. Cox (D-Ga.), who headed select committee's FCC probe four years ago, are members of Rules Committee, headed by Rep. Leo E. Allen (R-Ill.).

Rep. Harness said he discussed resolution generally with Indiana colleague, Sen. Homer E. Capehart, who himself has proposed FCC investigation, but did not clear it with Rep. Charles A. Wolverton (R-N.J.), chairman of Interstate Commerce Committee, who has his own pending bill to investigate and who in past has jealously guarded his committee's jurisdiction in FCC matter. Commerce Committee spokesmen appeared nonplussed at what they regarded as being by-passed on Harness measure.

Text of resolution:

Resolved that there is hereby established a select committee to be composed of five members of the

(Continued on page 90)

URBAN... SUBURBAN... AND RURAL....

One Does It-in Mid-America

- **One** Station
- **One** Set of Call Letters
- **One** Spot on the Dial
- **One** Rate Card

Mid-America presents a diversified market. Inside KCMO's measured ½ millivolt coverage area* are nearly 5½ million people—25% metropolitan—27% suburban—and small town—48% rural (on farms)! And KCMO, with 50,000 watts daytime *non-directional*, has both the power and the programming to reach the complete market—Urban, Suburban and Rural. In fact, KCMO's mail count shows listener response from 415 counties in 6 Mid-America states (shaded areas on map) plus 22 other states not shown.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

National Representative:
John E. Pearson Co.

50,000 Watts Daytime, *Non-Directional
. . . . 10,000 Watts Night—at 810 Kc.

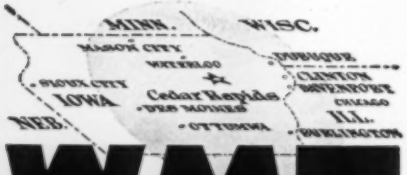
KCMO

. . . and KCFM—94.9 megacycles
Kansas City, Missouri
Basic ABC Station for Mid-America

Wild Indians couldn't keep 'em from listening to WMT in Tama (IOWA)

. . . not that they'd try, for even the Indians haven't any reservations about WMT's solid programming. (To tell the truth, the Sacs and Foxes who inhabit the nearby Mesquakie Reservation are really tama than they are wild).

When you want to reach Tama's solid citizens—and the 1058 other prosperous farm and industrial communities within WMT's 2.5 MV line, whoop it up on Eastern Iowa's only CBS outlet. Ask the Katz man about WMT's 33,630,000 acre BMB coverage—in one of the richest markets in the world.



WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Paul Fulcoaer, *Asst. to the News Editor*. STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Tyler Nourse, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan, Eleanor J. Brumbaugh, *Secretary to the Publisher*.

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George L. Dant, *Adv. Production Manager*; Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

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BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

WINFIELD LEVI, *Manager*

David Ackerman, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor*. Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral 4115*
William L. Thompson, *Manager*; John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead 8181*
David Glickman, *West Coast Manager*; Ralph G. Tuchman, *Hollywood News Editor*; Ann August.

TORONTO

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.
• Reg. U. S. Pat. Office

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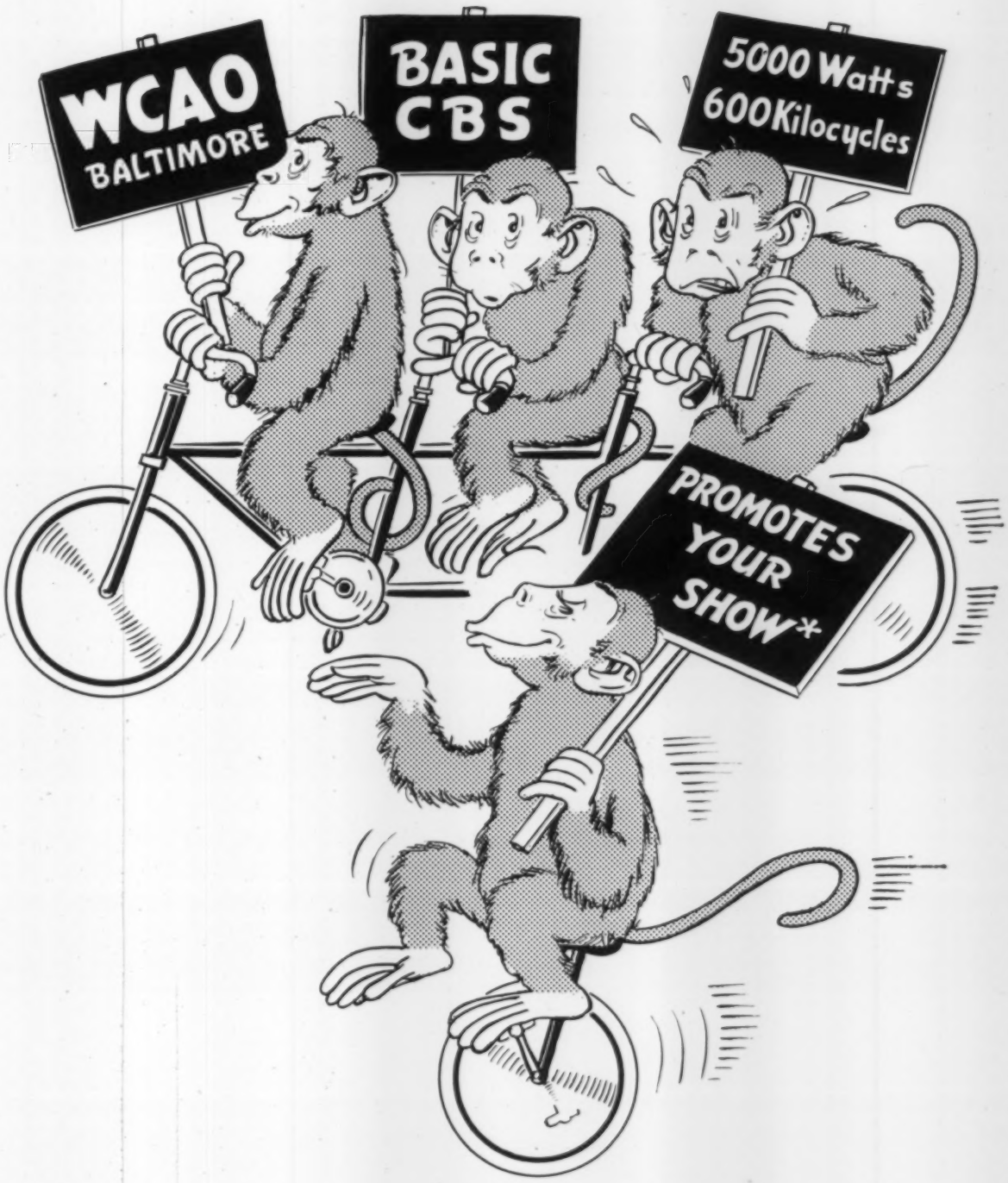


"Always giving something extra!"

*Just ask your
Raymer representative

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

"Coke" With a Capital

EDITOR, BROADCASTING:

In the May 24, 1948, issue of BROADCASTING it was stated: "RCA televised visitors to a coke bar. . . ." We assume the phrase "coke bar" was meant a bar at which Coca-Cola was served exclusively, inasmuch as Coke is Coca-Cola and Coca-Cola is Coke. Both are registered trade-marks identifying the product of the Coca-Cola Company. However, if other soft drinks are served, then the designation "Coke bar" is misleading and is a misnomer.

Unfortunately from our standpoint, there was an oversight in that our trade-mark "Coke" was spelled with a small "c," whereas the correct typographical treatment for all trade-marks is to write them with an initial capital.

Coke is the registered trade-mark of the Coca-Cola Co., and Funk & Wagnall's dictionary recognizes it as synonymous with Coca-Cola. . . .

We sincerely hope you will not feel that the Coca-Cola Company is out of bounds in bringing this to your attention. Won't you please be good enough in the future to give our trade-mark correct typographical treatment—thus "Coke."

Julius R. Lunsford Jr.
The Coca-Cola Co.
Atlanta, Ga.

[EDITOR'S NOTE: Henceforth it's "Coke" with a capital "C."]

* * *

Wanted: A Better Index

EDITOR, BROADCASTING:

. . . Since I cannot page through all 90 pages of the magazine, I have to rely somewhat on the table of content . . . this table of content contains only the section heading. This not only makes dull and unenticing reading, but indicates also very little of the magazine's content. Couldn't you make this table of content more elaborate?

Hans Zeisel
McCann-Erickson Inc.
New York

* * *

Take It Easy

EDITOR, BROADCASTING:

In line with your editorial, "Take It Easy"—thought you might like to see what I was doing

. . . The bear facts

at convention time.

This Kodiak bear was shot on Kodiak Island, Alaska, on May 29. He weighed 1,600 lb. and his hide squared 10'-6", the largest killed this year on Kodiak. We had a great hunt—saw 88 bear in 5 days—this one was undoubtedly the meanest, orneriest of the lot, as witness the fight scars on his nose and brow. His mate was so grateful to me for shooting him that she wanted to wash my face—actually came to within 40 feet of me before turning—oh boy ! !

Herb Hollister
President
KBOL Boulder, Col.

* * *

Bouquet From Trammell

EDITOR, BROADCASTING:

I have been meaning for some time to compliment you and your associates on the splendid manner in which BROADCASTING (and Telecasting) Magazine is covering the news of television. You are providing the industry with a full, detailed coverage of the ever-increasing flood of television news along with the regular broadcasting news. I think it is most beneficial to have this integrated into the regular body of the magazine rather than in a separate section.

I am indeed glad to know that I was, in some measure, the inspiration for this, but at the same time, let me add that you and your associates have certainly executed whatever inspiration I gave you in a most laudatory manner.

Niles Trammell
President, NBC
New York

* * *

Market Study Kudos

EDITOR, BROADCASTING:

I want to offer my congratulations and thanks for the fine article that appeared on the Dallas-Ft. Worth market in your issue of June 7.

The article was exceptionally well-done and an invaluable asset to this great market.

Clyde W. Rembert
Managing Director
KRLD & KRLD-FM
Dallas

* * *

EDITOR, BROADCASTING:

I would like to express my com-

(Continued on page 60)

WSIX paves the way

A refiner of gasolines and oils paves the way to his scores of filling station outlets via WSIX . . . For over five years this nationwide distributor has used a strip of programs totaling 3½ hours a week . . . Such a record of renewal is repeated by a long list of national, regional and local sponsors. They count on WSIX for sales coverage of Nashville's rich 51-county retail trade area. Ask your nearest Katz representative about the ways WSIX may help with your sales.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

ABC AFFILIATE

5000 W • 980 KC

National Representative

THE KATZ AGENCY, Inc.

. . . And WSIX-FM • 71,000 W. 97.5 MC.

WSIX gives you all three: Market, Coverage, Economy

CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION

GL-9C24 V-h-f Triode

- **POWER TO SPARE . . . two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.**
- **FREQUENCY UP TO 220 MC at max plate input.**
- **All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.**
- **Sturdy and COMPACT for close side-by-side tube mounting.**
- **G-E RING SEAL construction gives generous terminal-contact areas.**

RATINGS

Filament voltage	6.3 v
Filament current	240 amp
Grid-plate transconductance	11,000 micromhos
Interelectrode capacitances:	
Grid-filament	24 micromicrofarads
Grid-plate	15.7 micromicrofarads
Plate-filament	0.5 micromicrofarads
Type of cooling	water and forced air
Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions):	
Max voltage	5,000 v
Max current	2 amp
Max input	10 kw
Max dissipation	5 kw
* Useful power output, typical operation (at 4,000 v and 1.7 amp, band width 5 mc)	3.4 kw
Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation):	
Max voltage	6,500 v
Max current	2 amp
Max input	12 kw
Max dissipation	5 kw
* Useful power output, typical operation (at 6,000 v and 1.3 amp)	6.4 kw

*Includes power transferred from driver to output of grounded-grid amplifier.

TODAY's better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, *no neutralization is necessary.* Lead inductance is extremely low. External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout . . . this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

If you are a station operator or engineer, needing replacement tubes *of any type*—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GENERAL ELECTRIC

161-G4-8950

FIRST AND GREATEST NAME IN ELECTRONICS

WMAL-TV
CHANNEL SEVEN
WASHINGTON'S MOST POWERFUL and FIRST SEVEN-NIGHT-A-WEEK TELEVISION STATION
Owned and Operated by THE EVENING STAR BROADCASTING COMPANY
724 Fourteenth Street N.W. Washington 5, D. C.
Represented Nationally by ABC SPOT SALES

Agencies

JOHN R. SHEEHAN, recently head of New York office of U. S. State Dept. broadcasting division, joins Buchanan & Co., New York, as director of radio and television. He formerly managed General Electric FM and international broadcasting stations in Schenectady and was active in inauguration and management of WRGB (TV) Schenectady. He succeeds MARTIN JONES, who resigned to form his own television package company fortnight ago. [BROADCASTING, May 31].

CLAIR CALLIHAN named manager of radio and television production for Leo Burnett Co., Chicago, in line with agency's expanding radio activities. He formerly wrote, announced and produced shows for St. Louis stations, and was account executive for Olian Adv. in Chicago and St. Louis.

KEITH BABCOCK, former manager of San Francisco office of The Biow Co., joins Garfield & Guild, same city, as account executive.

JAMES W. ROBERTSON, formerly with Griswold-Eshlman, Cleveland, for six years as account executive and copy supervisor, joins Buchen Co., Chicago, as account executive. He previously was promotion manager with McGraw-Hill Publishing Co., New York.

Mr. Robertson

MELVILLE H. SMITH Jr., formerly of N. W. Ayer & Son, and recently vice president of Lamb, Smith & Keene, Philadelphia, joins W. Wallace Orr Inc., Philadelphia, as vice president in charge of new business and service.

WICK ADAMES joins Barnard L. Sackett Agency, Philadelphia, as script editor.

WILLIAM R. SIMPSON, with BBDO, San Francisco, transfers to agency's Los Angeles office, as copy chief. FRED MAY, formerly with N. W. Ayer & Son, Philadelphia, joins agency's media department in San Francisco.

SCOTTY MacGREGOR, formerly with CBS-TV, appointed head of newly formed television department of Yorker Adv., New York.

HENRY J. WEIL and STEPHEN GOTTHELF open new advertising agency, H. J. Weil Inc., with offices in Walbridge Bldg., Buffalo, N. Y. Mr. Weil had been with Ellis Adv., Buffalo, for 12 years as account executive and Mr. Gotthelf was with Ellis for 3½ years, prior to which he was with Adv. Assoc., Buffalo, and Conklin-Mann Agency, New York.

Mr. Weil

Mr. Gotthelf

MILTON WISE, formerly with M. C. Lodge Co., San Francisco, joins Long Adv. Service, that city, as account executive on Leslie Salt account.

MacMANUS, JOHN & ADAMS, Detroit, engages FENTON PRODUCTIONS, New York, to handle radio production needs; will produce radio transcriptions, live shows and television.

HILLY SANDERS, with Mitchell-Faust, Chicago for past six and one-half years, four of them as vice president in charge of radio, joins Dan B. Miner Co., Los Angeles, as radio and television director.

JAMES B. LESTER, former head of his own Los Angeles agency and recently in export-import business in Mexico, joins Smith, Bull & McCreery Hollywood, as account executive.

MRS. BILLIE FARREN, former timebuyer at Lamb, Smith & Keen, Philadelphia, joins W. Wallace Orr Inc., same city.

DANIEL J. O'MEARA, director of merchandising department of Sullivan, Stauffer, Colwell & Bayles, New York, appointed a vice president.

J. NYE DELMAN of Flint Adv. Assoc., New York, appointed administrative supervisor of agency's television department. Will work with

(*Continued on page 86*)

SALES CLIMB TOO

with

JIM GIBBONS

on the old

"TOWN CLOCK"

6:30 to 9 A.M.

MONDAY thru SATURDAY

Minute participations in this popular program carry a powerful sales wallop—so much so that there's seldom an availability open. Early reservations are advised. Call WMAL or ABC Spot Sales.

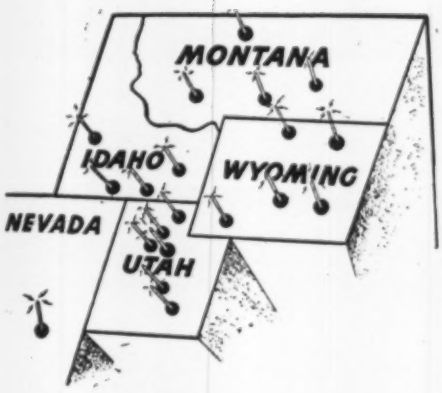
WMAL

5000 WATTS 630 K.C.
BASIC ABC NETWORK

WASHINGTON 5, D. C.

One of a series. Facts on radio listening in the Intermountain West

What Do You Want To Buy?



POTENTIAL LISTENERS OR ACTUAL TUNE-IN

There has been only one complete coincidental telephone survey ever made on radio listening in the Intermountain West to determine the size of the radio audience. This is Hooper's Winter, 1947 survey of 14 Intermountain Network cities, a survey comprised of 58,163 coincidental telephone calls.

This survey does not merely reveal what radio stations can be heard in each area or who listens to these stations once or more a week, but it gives facts on who listens to specific programs at specific times from 8 a.m. to 10 p. m.

Ask Avery-Knodel for complete details by 15 minute periods.

Following however is a brief summary:

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities

WINTER, 1947

Time & Day	Sets In Use	Share of Audience: INTER-MOUNTAIN* NETWORK	A[x] Network	B[y] Network	C[z] Network	All Others
8 a.m. to 12 Noon Mon. thru Fri.	22.2	**36.0**	17.1	18.9	25.2	2.8
12 Noon to 6 p.m. Mon. thru Fri.	25.0	**40.4**	11.6	10.4	31.6	6.0
6 p.m. to 10 p.m. Sun. thru Sat.	37.0	**24.5**	10.8	23.1	39.0	2.6

* Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls
KYES, Butte*

NEVADA
KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

* Under Construction.

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

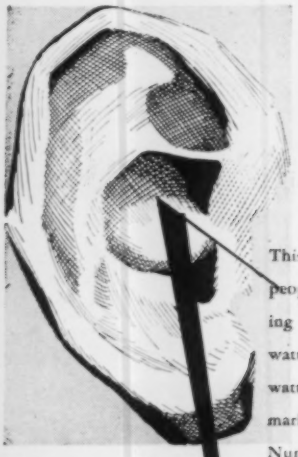
New York — Chicago — Los Angeles — San Francisco — Atlanta

★

By every measurement
WTIC
dominates the prosperous
Southern New England
Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.
WTIC's 50,000 watts represented nationally by Weed & Co.



8 Times BIGGER!

This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Raymer, our national representatives, are at your factual command.

WDNC
DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS

BONUS: WDNC-FM 36,000 WATTS

OWNED BY THE HERALD-SUN NEWSPAPERS

New Business

FRANK H. LEE Co. (Lee Hats) signs with DuMont Television Network to sponsor Drew Pearson in series of newscasts during the two political conventions. Series will be aired daily, 8:55-9 p.m., originating at WFIL-TV Philadelphia. Other stations to carry series are WABD New York, WTTG Washington and WNHC-TV New Haven, Conn. William H. Weintraub & Co., New York, is agency.

L. B. LABORATORIES Inc., Glendale, Calif. (L. B. hair oil, shampoo), June 20 started for 52 weeks *George Fisher in Hollywood* on 10 Columbia Pacific Network stations, Sun. 5:55-6 p.m. (PDT). Agency: Irwin-McHugh Adv., Hollywood.

CURTIS PUBLISHING Co., Philadelphia, made its first test campaign on television June 9-11 on behalf of *Saturday Evening Post*, when it bought 26 one-minute spots on 10 video stations. Placed through BBDO, New York, campaign promoted article on Louis-Walcott fight. Stations used were WABD and WCBS-TV New York; WATV Newark, N. J.; WFIL-TV, WCAU-TV and WPTZ Philadelphia; WWJ-TV Detroit; WGN-TV Chicago, and KTSL and KTLA Los Angeles.

DAVIS BROS. FISHERIES Inc., Gloucester, Mass., appoints Daniel F. Sullivan Co., Boston and Portland, as advertising and merchandising counsel. Radio will be used.

DONOVAN COFFEE Co., Birmingham, Ala. (Red Diamond Coffee), buys *Barry Wood Show*, 15-minute transcribed Frederic W. Ziv package, in Andalusia, Brewton and Troy, Ala. Agency: Barnett & Barnett, Birmingham.

GENERAL FOODS Corp., New York, June 24 starts 52-week sponsorship of Tuesday telecast of *Small Fry* on WABD New York, 6-6:30 p.m., for Post Cereals. Benton & Bowles, New York, is agency [BROADCASTING, June 7].

JACK JOHNSON Co., San Francisco (Wishing Well Table Lamps), planning radio campaign in several Pacific Coast markets. Agency: Umland & Co., same city.

PARAMOUNT CATERERS, New York, and its three ballroom establishments, for first time including radio in appropriation; June 14 started *Just Music* on WQXR New York, Mon., Wed., Fri., 10:45-11 p.m. Agency: Prudential Adv., New York.

PAYNE FURNACE Co., Beverly Hills, Calif. (heating, air conditioning), June 19 started for 52 weeks *Dr. Wallace Sterling News Analysis* on 16 Columbia Pacific Network stations, Sat. 5:55-6 p.m. (PDT). Agency: Knollin Adv., Los Angeles.

BENRUS WATCH Co. augments its television campaign with intensive 52-week time spot schedule on WFIL-TV Philadelphia, starting July 1. Agency: J. D. Tarcher & Co., New York. Benrus currently uses time spots on WNBT New York, and will use announcements on WJZ-TV New York when station begins in August.

CRAFTEX PRODUCTS Corp., Los Angeles (reflex cameras), appoints Bass-Luckoff of Hollywood to handle advertising campaign. Radio may be used.

BENDIX AVIATION Corp. contracts for 10 *WGN-TV Newsreel* film strips, 1-1:10 p.m. July 5-11, 15-17 on WGN-TV Chicago. Agency: McManus, John & Adams, Detroit.

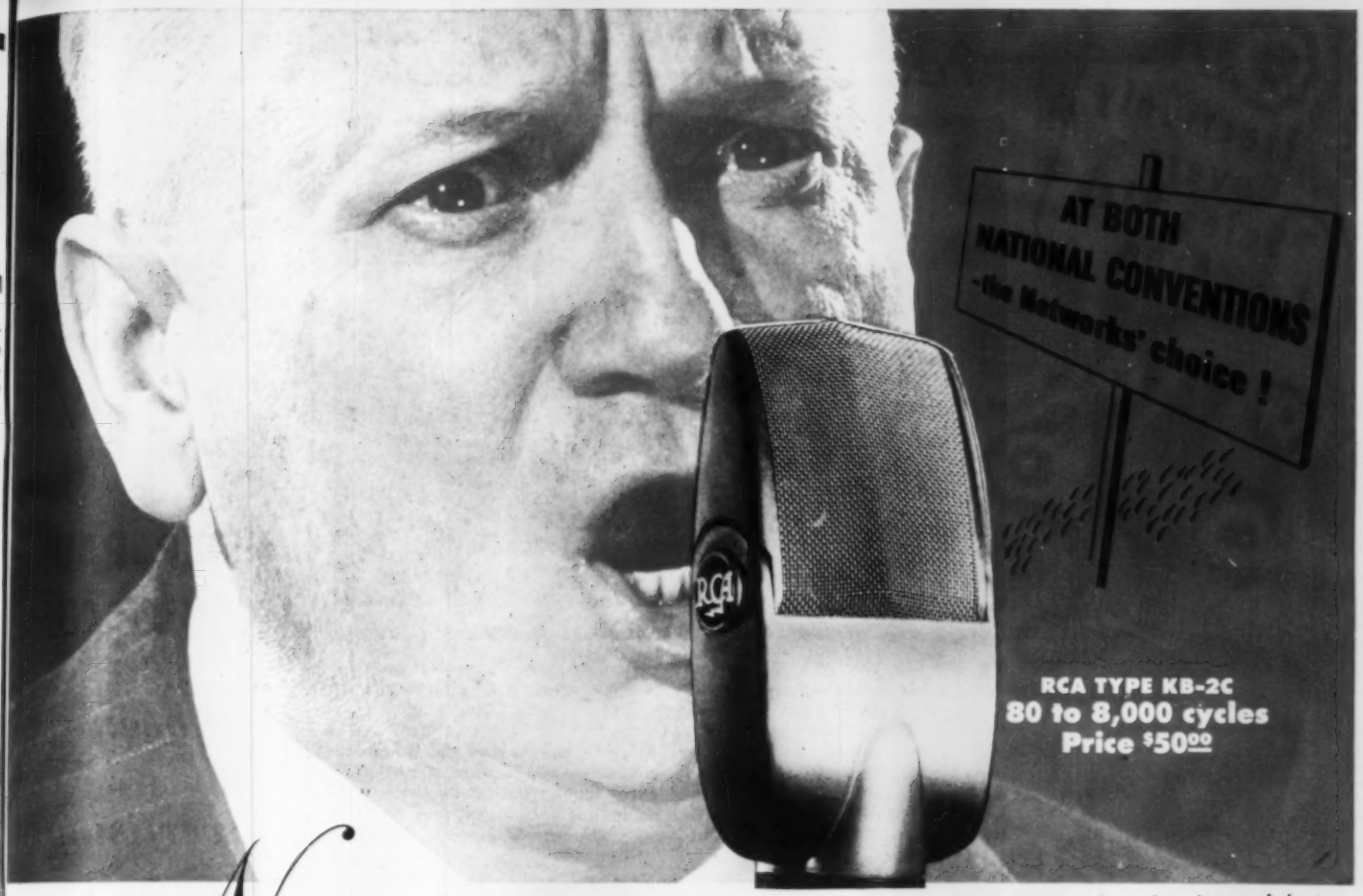
CONTINENTAL MILLS Inc., Seattle (prepared pie crust), appoints Keene & Keene, same city, to handle advertising. Radio may be used.

MILES LABS. renews *Morning News* June 28 for 52 weeks. Program aired on WGN Chicago Monday, Wednesday and Friday, 6:45 a.m. (CST). Agency: Wade Adv. Agency, Chicago.

MOTOROLA Inc., Chicago, July 1 renews for 13 weeks *The Nature of Things* on NBC television network, Thurs. 8:15-8:30 p.m. Stations carrying series: WPTZ Philadelphia, WNBT New York, WRGB Schenectady, WBAL-TV Baltimore and WNBW Washington. Agency: Gourfain-Cobb Adv., Chicago.

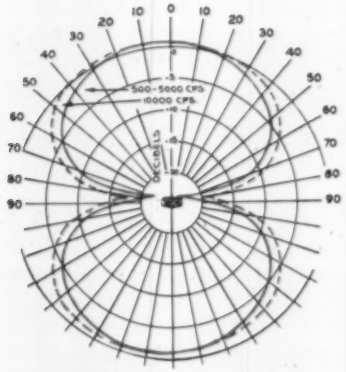
LEWIS FOOD Co., Los Angeles (dog and cat food), July 7 starts for 52 weeks *Free for All* on KNX Hollywood, Wed. 7-7:30 p.m. (PDT);

(*Continued on page 87*)

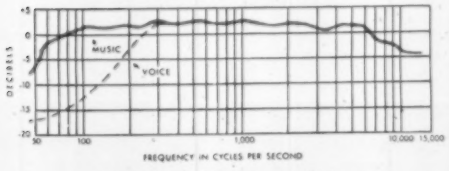


The KB-2C shown here is actual size.

New VELOCITY MICROPHONE *Bantam Size!*



Directional characteristics of a typical KB-2C microphone.



Open Circuit Frequency Response of a typical KB-2C microphone.

BECAUSE this man is talking into the new miniature KB-2C, his audiences hear him . . . and see him! Hear him—because the KB-2C has "big mike" quality. See him—because the KB-2C is one of the *smallest* high-quality microphones yet designed. It's ideal for conventions and night clubs. And it's ideal for general station and other indoor uses.

Using highly efficient magnetic material . . . and a magnet structure *that's a part of the microphone case itself*, here's a microphone that's as "light as a feather"—and so small it fits into your pocket. Its directional characteristics provide a symmetrical figure eight . . . with surprisingly uniform frequency response between 80 and 8,000 cps. Hum level, −108 dbm. Effective output level, −56 dbm. Three output impedances provided; 30, 150, and 250 ohms, in accordance with RMA standards.

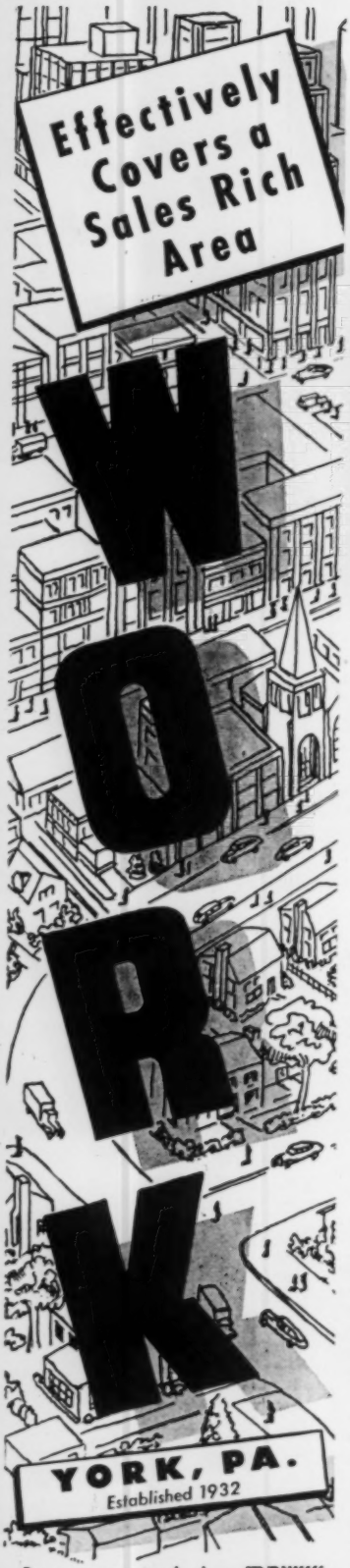
Plenty of operating conveniences, too. You can tilt the KB-2C backward and forward on its swivel through an angle of about 30 degrees. You can select your bass response by means of a screwdriver-type switch located under the swivel pivot. You can disconnect the cable right at the microphone. For desk positions, use RCA's type KS-5A low-height stand. For other services, use any standard floor stand or collapsible stand.

• • •

More about the 12-ounce KB-2C from your RCA Broadcast Sales Engineer. Or write Dept. 19-FC.

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

A STEINMAN STATION

Feature of the Week

Mr. Hayward (l) presents award to Mr. Concie.

TO KWSC, the 26-year-old station owned and operated by the State College of Washington at Pullman, educational appeal engendered by non-commercial stations neither begins nor ends with classroom broadcasts. Indeed, somewhere in between lies a comparatively untapped field—adult education, in the perceptive eyes of its manager, Frederic Hayward, who theorizes, "You can't make them listen."

KWSC emphasizes the latter exclusively—and because of its deference, not "to the intellectuals, who could understand us" but to "the

(*Continued on page 78*)

On All Accounts

TELEVISION'S supporters are legion, and many of them believe that video's potentialities as a foremost American industry are limitless. But Fran Harris, director of television and motion pictures for Ruthrauff & Ryan, Chicago, is one enthusiast who reserved a special place on TV's bandwagon when the infectious medium was "still around the corner."

Before 1942 Fran had engaged in other activities, including government service, the theatre and radio. Today R&R's talented TV director handles film and live production for Goodall Co., which sponsors *Player of the Day*, a pre-game interview-type baseball program on WGN-TV Chicago, and *Dugout Dope*, a similar one on WLWT Cincinnati for the Greater Cincinnati Dodge Dealers Assn. She returned recently from Colorado, where she directed shooting of spots for both television and motion picture use on behalf of Beltone hearing aids.

FRAN

And last year Fran had a hand in the extended summer video campaign launched by Griesedieck Bros. Brewing Co. in the St. Louis market via KSD-TV. In addition, she produced what was probably the first full-scale TV commercial program in Chicago, *The Amazin' Adventures of Tumblin' Tim*, for the Acrobat Shoe Co. on WBKB.

Fran was born in New York City Aug. 17, 1915. At the age of six she moved to Minneapolis, where she attended Lincoln High School and the Allied Theatre Arts College. In 1933 she turned momentarily to radio, joining WTCN Minneapolis, then WRHN, where she adapted motion pictures for air presentations in which she played the lead.

Induced to come to Chicago the following year, stage-minded Fran needed little further inducement to try out for a part in "Maedchen in Uniform," a play which enjoyed subsequent success wherever it toured. Other roles followed in such hits as "Boy Meets Girl," "Ah, Wilderness" and "The Show-Off."

In 1939 Fran returned to the air waves in Chicago, playing the ingenue lead in the serial *Dad's Family* (on WCFL) and the lead

(*Continued on page 78*)

for more than five consecutive years

PETER PAUL CANDY CO.

has been advertising on station*

WMC
MEMPHIS

** A "spot" advertiser with 912 continuous quarter hour programs during this period.*

AFFILIATE

5,000 watts day and night. 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCF
First FM station in the Mid-South

WMCT
Television coming soon

American Radio has made

a habit of contributing to the success of many worthwhile causes, funds and campaigns. The national and regional networks have donated millions of dollars in time and talent for these purposes.

Even more adaptable to public welfare work on a local level are the local stations, small independents and network affiliates dotting the nation. Each type of station has been able to make contributions to the welfare of its listeners and others outside its sphere.

As a clear channel station serving the middle west, WGN is proud of its participation in hundreds of special programs and thousands upon thousands of announcements supporting a myriad of organizations.

We shall continue to support those which serve the best interests of WGN's listening audience.

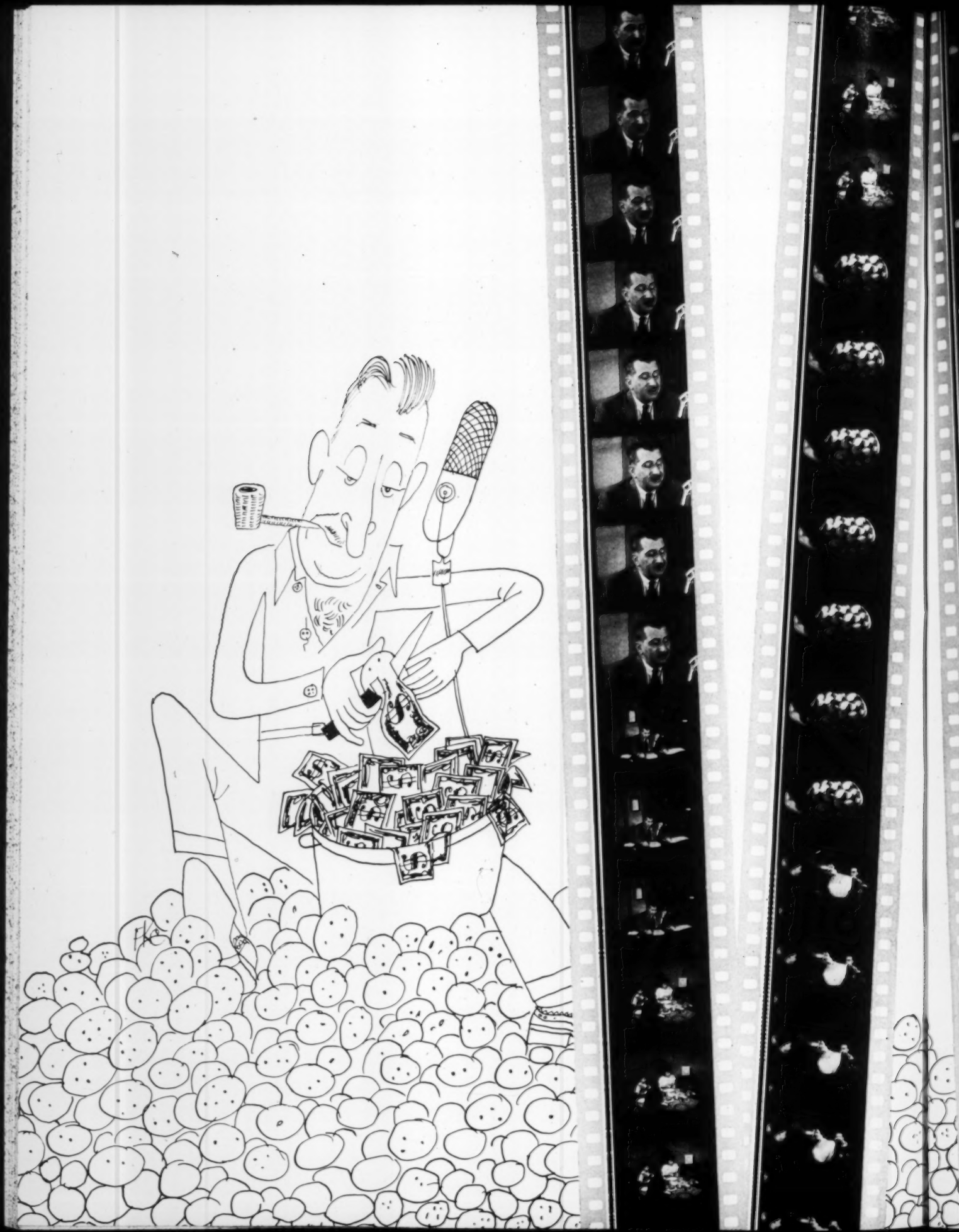
A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



You too can profit by his mistakes!

When Uncle Bill Jenkins makes a mistake, it makes the newsreels. And everybody makes money.

Like the classic about furrier Zlotnick and the potatoes. You remember the story: a WTOP listener raced into Zlotnick's with a cabload of spuds and demanded a beaver coat. "Uncle Bill just *said* so!" he insisted. "Uncle Bill just *said* the price was 497 potatoes!"

He got the coat. Zlotnick got headlines: a Warner-Pathe newsreel feature... and stories in Pathfinder, Business Week, AP, and leading papers. He also got about 497 *new customers.* As for Uncle Bill, he gets *33% more listeners* than any competing program, 6:00 to 7:00 A.M., Monday-Saturday. (Crossley Recall Survey, March 1948)

Getting big results is an old story to sleepy, fluffing, adlibbing Uncle Bill. Renewal sponsor Willys of Washington, Inc. says (for example): "We have received inquiries from as far away as West Virginia, from people who seem to be regular listeners to your program."

You won't make a mistake if you *sponsor* some of Uncle Bill's "mistakes." Ask Radio Sales about him—or about any of our other performers who have helped give 50,000-watt WTOP the largest *(by 47%)* average share of the Washington audience in daytime periods bought by local and national spot advertisers.*

*Monday through Friday—C. E. Hooper, Oct. 1947—Feb. 1948.

WTOP
50,000 watts
Washington, D.C.
Columbia Owned

Represented by Radio Sales...
Radio Stations Representative, CBS

Telestatus Report

(REPORT 12)

NEWELL-EMMETT'S VIDEOTOWN

REPORTS from "Videotown—USA" [BROADCASTING, June 14], released by Newell-Emmett Co., New York, indicate if current rate of buying television sets continues, number of sets in use will triple by the first of next year.

Newell-Emmett established "Videotown-USA" to study the growth of television and to analyze the present television market for the agency's clients. The survey is being conducted entirely by Newell-Emmett research staff.

Videotown is located on the fringe of New York's television service area (the agency does not want to reveal the exact town because it plans to continue to use the same town for future analysis). The town is a self-contained community supported by industry, agriculture and distribution and roughly represents one tenth of one percent of the population served by television today.

A census of television ownership, according to the study, showed that there are 267 sets in 266 locations in Videotown at the present time. This represents about one tenth of one percent of the estimated number of sets in use.

Middle Class Represents 60%

The survey also revealed that television ownership is in the middle-socio-economic group. Nearly two out of three sets are in the middle level. The actual breakdown indicates that 60% of the sets are in the middle class; 26% are in the upper and 14% in the lower. These figures compare closely with a survey made by WPIX New York in New York recently.

Nearly four out of five sets are owned by private families in Videotown. 79% are in homes; 17% are in bars and grills; 3% in clubs and 1% in other locations such as fire houses, social clubs etc.

The percentage of home sets is increasing rapidly. During the first half of 1947, 41% of the total sets were commercial installations. By the second part of the year percentage had dropped to 26%. However, the first three months of 1948 home percentage increased to 91% and the commercial installations dropped to 9%.

One fourth of the television sets are located in multiple dwellings, the survey showed, while 57% are in one family and 18% are in two family homes.

The study also revealed the rapid growth of television in 1948 since Jan. 1 of this year. One third of all installations were made in the first three months of 1948. Only 6% of the sets installed were made before 1947, while 61% were made in that year. These figures follow the set production figures reported by RMA.

If the current rate of buying television sets continues, the agency researchers estimate that the number of sets now in use will be tripled by the first of next year.

Ten-Inch Screen Most Popular

The survey also covered the screen sizes of installed sets. Taking both commercial and home installations the ten-inch screen was the most popular in Videotown, accounting for almost 50% of all sets in use. Next most popular was the 12-inch screen which was in 23% of the locations followed by the seven-inch tube, which was in 13% of the installations. The projection model was reported in 8% of the places while 15-inch and five-inch had 7% and 1% respectively.

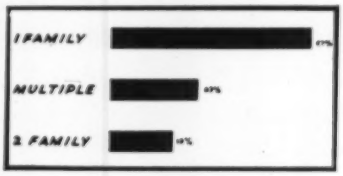
The trend, according to the survey, seemed to be toward the smaller screen sizes with the exception of the projection models, as the middle and lower income families came into the market. Ten and 12-inch screens represented three quarters of the number installed. The 15-inch screen represented 9% of the total purchases in 1947 but dropped to 3% in 1948; the 12-inch screen dropped from 22% to 19% in the same period. On the other hand the five and seven-inch tube sets increased in percentage from 12 to 19% of the total purchases. The projector models have also jumped from 4 to 7% in 1948.

The survey will continue to be conducted by Newell-Emmett Co. and will provide a basic pattern for checking methods and procedures in television research, the agency explained.

Currently the agency is continuing the study with a second questionnaire interviewing set owners as to their motives in buying television sets, the families' listening habits, attitudes towards programs and their continued interest in television. Additional findings will be released as they are completed.

TABLE A

Where Do the TV Families Live?



Slightly over half live in one-family homes . . . one fourth are in apartments and other multiple-family dwellings.

TABLE B

Where Are the Sets?

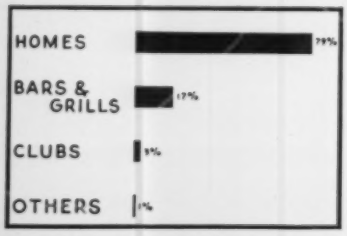
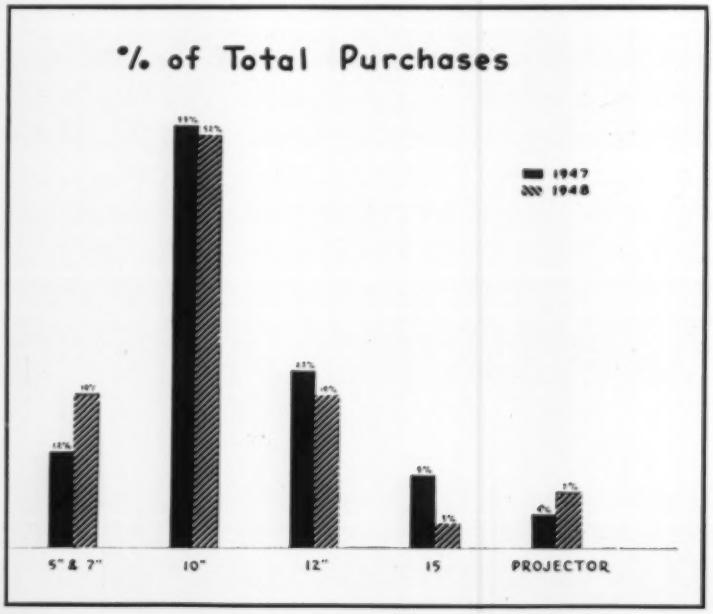


TABLE C

What Is the Trend in Screen Sizes?

Figures at base of bar graphs indicate screen size purchased.



N. Y. PUB BUSINESS BOOSTED BY TV SETS

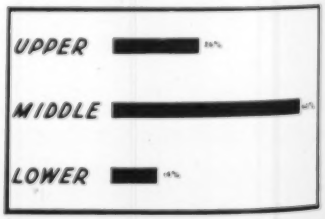
TAVERN owners in New York metropolitan area feel that television helps business, that eventually all taverns will be video-equipped, according to a survey by Bell Television Inc., which rents and sells TV sets for public places. Bell is planning a similar survey in Boston.

To the question, "Do you believe all bars will eventually have television sets?" 64% said yes, 19% said no and 17 were undecided. Fifty-seven percent stated that television increased business profits, the reported increases ranging from 10% to 60% and averaging 16%; 34% reported no change in business; 9% said a decrease had followed installation of a TV set.

Of the tavern owners interviewed, 67% had video sets and of that group 70% owned the sets while 30% used rented receivers. Customers come in before the video programs and tend to stay around afterwards, according to 43% of the respondents.

TABLE D

How Does Home Set Distribution Vary by Economic Class?



Messieurs, Faites vos Jeux!

THE WHEEL IS TURNING

The time-table for WSB-TV is set. Commitments have been made to Atlanta set distributors and TV sets are being sold and installed right now. We're shooting for late September, and what was to have been a placid summer is now hectic with rehearsals and practice, program planning and contracts, building and buying.

The Atlanta market is ripe for an intelligent, aggressive use of television advertising. If you want in on the ground floor it's not too early to make your wishes known. The same organization which now makes WSB the best buy in the South will call the shots on WSB-TV.

THE ATLANTA JOURNAL STATION

WSB-TV

"THE EYES OF THE SOUTH"

ON PEACHTREE STREET

Represented Nationally by EDW. PETRY & CO., INC.

this, too, is GREATER Miami

Strange as it seems, America's No. 1 vacation spot is also one of the nation's largest milksheds. In 1947 Greater Miami's milk output totalled 13,578,311 gallons. In addition, the dairy industry produced close to 3,000,000 gallons of ice cream and a variety of other by-products to make this one of the largest single producers in the south or, for that matter, the nation.

Yes, Greater Miami is a greater-than-ever year-round market, -- with an annual buying income of almost $500,000,000 derived from not one but many key industries. And results show that WQAM, Miami's First Station, is the effective economical way to reach the great spending power of this active market. For WQAM's clear signal blankets all the rich trading areas of Greater Miami, and offers important bonus coverage of 15 additional counties within the state.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FAX

★ OWEN F. URIDGE, General Manager

★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 34, No. 25 WASHINGTON, D. C., JUNE 21, 1948 $7.00 A YEAR—25c A COPY

MAYFLOWER TURNABOUT

FCC Seen Reversing Ban

By RUFUS CRATER

BROADCASTERS, it appeared certain last week, will move into 1948's feverish national political campaigns with a new freedom to air their own views, but with compounded confusion over the handling of broadcasts by candidates.

In the last stages of its consideration of both cases, FCC was reported in informed quarters to be ready to (1) lift the seven-year-old Mayflower Decision's ban on editorializing by licensees, conditioned only on "fairness," and (2) adopt a final decision hewing to the line of the provocative interpretation of the political-broadcast law enunciated tentatively in the WHLS Port Huron case four months ago.

The Commission, recognizing the importance of the questions involved, plans to hand down decisions in both cases at the earliest possible moment, possibly this week. Both have been discussed in great detail in recent executive sessions.

Present thinking on the Mayflower question was said to indicate victory for the advocates of radio's right to speak its own mind, but not to the completely unregulated extent urged by NAB in its leadership of the fight against the editorializing ban. The Commission (and it appeared that it would be unanimous) feels that recent court opinions buttress its contention that it can take an overall look at programming and that the "fairness" yardstick will permit it to determine whether there has been equitable balance in the discussion of both sides.

Exploratory discussions at the time of FCC's extensive public review of the issue in March and April [BROADCASTING, March 8, April 16] indicated that any relaxation of the ban probably would be conditioned on the affording of equal opportunities for opposing viewpoints.

Now it appears that the emphasis will be on fairness in the treatment of opposing views, without any hard-and-fast proviso fixing minimum rebuttal periods or prescribing methods for handling such replies.

The Commission's view, it was indicated, is that stations must try with reasonable diligence to be fair to all sides and provide for a balance of viewpoints, and can hardly be expected to do more.

Licensee Responsibility

While the Commission appeared ready to do a turnabout on the Mayflower question, any substantial modification of its views on licensee responsibility in political broadcasts seemed remote.

As enunciated in the proposed decision in the WHLS case [BROADCASTING, Feb. 2], the law on political broadcasts—Sec. 315 of the Communications Act—would be construed to (1) ban censorship for any reason; (2) regard the cancellation of a scheduled political speech as censorship if the cancellation was prompted by anything the speech contained; and (3) relieve broadcasters of legal responsibility in event of damage suits growing out of the uncensored speech.

Except for a slight dilution to permit stations to delete profane, obscene or indecent political passages, it seemed likely that the Commission majority's original views would be retained in substance despite the fiery renunciation which was issued by Comr. Robert F. Jones, the partial defection of Comr. Rosel H. Hyde, and the almost unanimous opposition of industry spokesmen in the oral argument that followed [BROADCASTING, May 10].

It appeared that Comr. Hyde

(Continued on page 37)

GOP RADIO PLANK

Stand on Free Radio Urged

By HERMAN BRANDSCHAIN

PHILADELPHIA—As the biggest names in radio and television travelled to Philadelphia last week to prepare for the coverage of the Republican National Convention opening today, the industry itself began to realize that it had a huge stake in the deliberations.

For should platform policy made in Philadelphia become the policy of a successful GOP Presidential candidate, the future of both radio and television regulation might well be determined by the 1948 Republican platform.

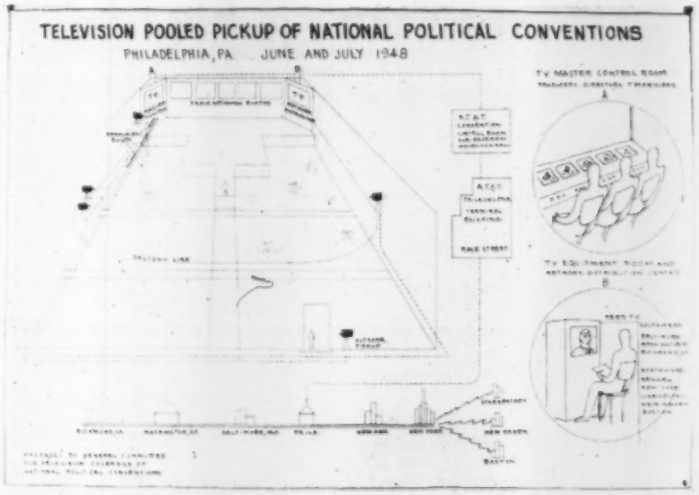
In an effort to contribute to the ideal of a free radio and television industry, BROADCASTING sent a telegram to Senator Henry Cabot Lodge, chairman of the powerful Resolutions Committee, which has the task of platform molding.

The telegram urged a plank in the '48 Republican platform along the theme of the '44 draft, which generally won the approbation of broadcasters. It also urged freedom of television as well as of radio and asked for parity of the two media with the press.

In the 1944 plank, penned while the nation was still at war, these statements were set forth as Republican policy:

"In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to

(Continued on page 71)


TELEVISION POOLED PICKUP OF NATIONAL POLITICAL CONVENTIONS
PHILADELPHIA, PA. JUNE AND JULY 1948
TV MASTER CONTROL ROOM
TV EQUIPMENT ROOM AND NETWORK DISTRIBUTION CENTER
AT&T
AT&T

TELEVISION pooled pickup plans is shown in a diagram prepared by the General Committee for Television Coverage of the National Political Conventions.

Plank Problem

GOP Resolutions Committee is considering its platform and may have the document ready for submission to the Philadelphia convention late today (Monday), or tomorrow at the latest. Broadcasters are urged to wire the Committee Chairman, Senator Henry Cabot Lodge, (R-Mass.) to ask inclusion of a free radio plank in the platform (see story this page). NAB President Justin Miller said Friday, "I am solidly behind sturdy planks in the platforms of both political parties, guaranteeing freedom of radio."

HENNOCK IN BALANCE

Opposition Arises

(See Page 4 "At Deadline" for late Story)

SENATE CONFIRMATION of Frieda B. Hennock for a seven-year term on the FCC to begin July 1 was in doubt as BROADCASTING went to press Friday.

The nomination was passed over "without prejudice" when her name was reached on the executive calendar Thursday night, on motion of Sen. Wherry of Nebraska, the acting majority leader. Sen. Capehart (R-Ind.), a member of the Interstate Commerce Committee which earlier had approved the nomination, had indicated opposition to a full seven-year term.

It was thought the nomination might be considered again Friday night or prior to the expected recess or adjournment of this session scheduled for Saturday. If there is a recess and no action has been taken, the nomination could be considered upon the reconvening of the Senate following the Philadelphia political conventions.

Should Congress adjourn *Sine Die*, without action, the way would be open for President Truman to give her an interim appointment, which would run until the new Congress convenes in January.

Miss Hennock, New York attorney and ardent Democratic party worker, had substantial Republican support along with the expected Democratic backing prior to the unheralded floor action Thursday. Usually committee approval is ratified by the Senate, particularly if there's no objection from the Senators of the state in which the nominee is domiciled. Both Senators Wagner (D) and Ives (R) of New York, supported Miss Hennock's candidacy. While Sen. Capehart made no public comment, prior to the Thursday action, it is understood he felt that vacancy created by the retirement June 30 of Comr. Clifford J. Durr, Alabama Democrat, should be filled on an interim basis only, rather than for a full seven-year term.

Neither Democrats nor Republicans were anxious during the late session last Thursday to incur the wrath of a woman or potentially the fury of the nation's feminine voters.

Sen. Wherry asked unanimous consent of the Senate to proceed with diplomatic and other nominations on the executive calendar and pass over without prejudice the nomination of Miss Hennock.

A right to object was reserved by Sen. Barkley (D-Ky.) the minority leader who asked when the nomination would be considered. Sen. Wherry replied that this depended on when the executive calendar is called again. "I cannot answer the question directly" explained Sen. Wherry. "But we intend to have other executive sessions."

"I do not think this nominee" retorted Sen. Barkley, "should be discriminated against because she happens to be a woman. The committee considered the nomination carefully and reported it, and I hope it will not go beyond another call of the executive calendar."

Sen. Brewster touched off what almost assumed the proportions of a hot floor fracas among Senators with long hours and short tempers. He told his colleagues that "I will say in justice to this side of the aisle that the great majority of those votes were by Republicans."

The web of political intrigue spun by nomination of the comely nominee tightened when both parties disclaimed any objection. Contesting a statement by Sen. Brewster that the majority of those voting favorably to report her nomination had been Republicans, Sen. Johnson advised that "there were no Democrats against the confirmation of this very excellent nomination of the President."

Minority whip Lucas (D-Ill.) mused: "In view of the fact that there was no opposition to the appointee by Republicans and no op-

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Stratovision to Get Spectacular Prevue

GOP Convention, Louis Fight To Feature Formal Debut

STRATOVISION will be glamorously unveiled to the public Wednesday with the support of two of the best attention-getting events of the year—the first nominating session of the GOP Convention and the Louis-Walcott fight.

Westinghouse Electric Corp. and Glenn L. Martin Co., Baltimore airplane builder co-sponsoring the system of spraying the nation with networked FM and TV service from a dozen high-flying planes, will stratovise the convention and fight from a B-29 flying over Pittsburgh.

Judging by recent tests from the B-29, the televised signals will be receivable over an area with a radius of some 200 miles from Pittsburgh [BROADCASTING, June 14].

The sponsors will show Stratovision's coverage at a radio-press demonstration to be held at Chillicothe, Ohio, well toward the out-

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REINSCH

AAW Told Television's Role in Future

J. LEONARD REINSCH, managing director of the Cox Stations, speaking June 15 before the Advertising Association of the West at Sacramento, Calif., predicted that the achievements of sound broadcasting will be projected 100-fold by television, but not to the exclusion of any existing medium.

Mr. Reinsch reminded his listeners that with the advent of motion pictures the newspapers became querulous and when radio came along they both worried, along with sports promoters and record manufacturers. However, none of them has suffered from the new media and there is no need to suffer under television, it is "merely a matter of base broadening."

The great advances in West Coast broadcasting were praised, and then Mr. Reinsch went on to outline the phenomenal development of radio and "what we in radio regard as an inexorable march toward the fore-front of the advertising media." Station population figures were then given showing the tremendous expansion of the field.

Television was described by Mr. Reinsch as "the 'mostest' industry that has ever been developed in this country. It is the most expensive. It is the most fascinating program service. It requires the most personnel. It takes the most space in the spectrum. Television is the fastest growing industry in the country . . . the increases are all astronomical."

The fact that television "is the most powerful sales force ever developed by man" was pointed up by the facts that "94% of the sensory stimuli needed to encourage product sales are apparent in television advertising" and that although it costs five dollars per person to demonstrate a car, even

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AAW VIEWS TV

Considers Its Growth, Future

PHENOMENAL growth of television, its immediate future and how advertisers can best use the new medium to attract consumer public engaged attention of delegates at closing session of the Advertising Association of the West's 45th annual convention in Sacramento last Thursday. Five-man panel on "Television as an Advertising Medium" highlighted the five-day meeting which was held at Masonic Temple.

Presiding was Mal Boyd, head of Mal Boyd & Associates, Hollywood radio and motion picture public relations counsel. Participants included Arnold Maguire, West Coast television director of Foote, Cone & Belding, Hollywood; Jack Smock, vice president of FC&B and executive on the Union Oil Co. of California account; Klaus Landsberg, manager of KTLA Hollywood; Harry McMahan, president, Five Star Productions, and Don McNamara, director of television, Telefilm Inc., both of Hollywood.

Television has a lot to live up to in defense of its vociferous praise, Mr. Maguire told delegates. Combining the impact of all the other media, he said, television will lead advertising into a period of unprecedented growth, providing it is used properly and wisely.

With tightened budgets, advertisers are scrutinizing media more closely today, he reminded.

"In considering merits of the most popular advertising media, Mr. Advertiser today wants to know (1) Can the medium carry the fully copy story?; (2) Is the medium adaptable to regional sampling?; (3) If needed, can the medium be correlated with spot news immediacy?; (4) Can the medium illustrate the product?; (5) Can the product be demonstrated?

"Answering for the various media, the score totals up as follows: magazines, 40%; newspapers, 80%; car cards, 40%; billboards, 40%; radio, 60%; television, 100%.

"With such figures staring him in the budget, the advertiser has become convinced that this golden gloves infant—television, is the advertising champ of tomorrow and tomorrow is here today."

Mr. Landsberg said that film commercials produced by conventional methods have caused many an advertiser to shy away from video because of excessive expense involved. To minimize this overhead, he revealed KTLA plans to

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MOVIE OUSTER?

SCOTUS Ruling Could Affect TV

A STUDY of the Supreme Court's recent motion picture decisions for possible effects on the movie firms' interests in radio, particularly television, has been undertaken by FCC attorneys, while the motion picture industry is conducting an extensive investigation of video's overall effects on the film field.

A Justice Dept. attorney told BROADCASTING that the Supreme Court decisions, upholding anti-trust charges against a major portion of the film-production industry, could have "a serious effect" on these companies' interests in television.

FCC authorities noted that violation of the anti-trust laws is always a subject for Commission consideration in passing upon the qualifications of applicants or licensees.

There has been speculation whether the Supreme Court's language might be construed to raise a question of the movie firms' right to own television stations.

The lower court—a three-judge tribunal in New York—had enjoined the so-called five major or exhibitor-defendants from further expansion of their theatre holdings. But the Supreme Court, in setting aside certain portions of the lower court's decree, also remanded for further consideration the ban on expansion.

Whatever the direct result, the decision may have indirect effects on the respective companies' radio ownership.

Harry Warner, president of Warner Bros., in recent conversations with FCC authorities has indicated concern over what effect the Supreme Court's decision might have on his company in the radio field.

Paramount Interests

Reports have circulated that Paramount Pictures, which among the film producers has the most extensive television interests, is considering the sale of its studios to concentrate on the operation of its theatres. These number about 1,500. ABC has denied reports that it might purchase both the Paramount studios and film library [CLOSED CIRCUIT, June 7].

Paramount President Barney Balaban has said he is sure the Supreme Court's decision "will force transformations" within the motion picture industry and that Paramount will be among those affected.

He said he did not know what the outcome would be, but that he felt Paramount's theatre interests will be reduced, with a corresponding reduction in ultimate earning power, and therefore will take steps to compensate for that reduction by shrinking the capital structure.

Among station owners and applicants named in the anti-trust suits are:

Paramount—Owner of WBKB (TV) Chicago and KTLA (TV) Los Angeles; 29% owner of Allen B. DuMont Labs., which has three video stations and is seeking two others; half owner of WSMB New Orleans and its authorized WRTV (TV); acquiring part interest in KSO Des Moines; owner or interested in video applicants for Boston, San Francisco, Tampa, Detroit, and Des Moines.

Twentieth Century-Fox — Television applicant for Seattle, San Francisco and Boston.

Warner Bros.—Video applicant for Chicago; owner of Los Angeles AM station KFWB, and now acquiring Mrs. Dorothy Thackrey's Los Angeles TV grant along with her AM stations KYA San Francisco and KLAC Los Angeles.

Loew's Inc.—Owner of WHN and WMGM-FM New York.

Schine Chain Theatres (independent theatre circuit)—Owner of WPTR Albany; part owner of WBCA (FM) Schenectady.

H. J. Griffith, one of the defendants in an anti-trust suit relating to Southwest theatre chain—Owner KEPO El Paso; part owner KWFT Wichita Falls, Tex., and interested in other Southwest applicants.

Meanwhile, Eric Johnston, president of the Motion Pictures Assn. of America, disclosed that the film industry had been engaged for some time in an investigation of all phases of television which might affect the motion picture industry, and that the question would be considered at a meeting of film executives within the next few months.

Among subjects which he said the study has covered: Feasibility of television for use in theatres; production of films for television; the effects of television upon the film industry from a legal standpoint. The legal questions, he said, included such matters as, for example, theatre showing of a prize-fight telecast, the making of films from the telecast, and the export of films from the telecast for rental.

AFA CONVENTION

TV Decisive Factor, Says Shouse

TELEVISION was viewed as "either the final blow or crowning achievement" in radio by James D. Shouse, president of Crosley Broadcasting Corp., Cincinnati, in an address at the Advertising Federation of America convention in Cincinnati last week. "It depends," said Mr. Shouse, "on whichever frame of mind you wake up in on any given morning."

Broadcasting is in a state of flux after 25 years of "rather steady and consistent development," he told the AFA delegates, adding that "if you were to be faced with an increase in the number of your competitors by 350% in a little less than three years you, too, I believe, might find cause for concern."

Broadcasters' present domination of television is threatened by two competing media, newspapers and motion pictures, Mr. Shouse declared. He pointed out that newspapers already have moved into television "on a broad and very inclusive front" and that "as of June 9 almost half of all the television stations licensed or for which applications are currently before the Commission are owned or controlled by newspapers."

Concerning the threat posted in the field of television by the motion picture industry, Mr. Shouse said: "It is entirely natural that as television has developed, it [the movie industry] should consider that its development under proper auspices would involve an appreciable and perhaps dominant role being played by an industry which has grown to be what it is today through its presentation of moving visual material with sound."

Mr. Shouse considers television a force which may bring about a strengthening of family life. He said that "while the automobile and motion pictures tend to take people out of the family home, television promises to be a consolidating, adhesive force" which may serve to bind the members of a family together.

On the business side he asserted that "television adds an increment to our business economy which is constructive and creative. Neither radio in its present form, nor publication advertising—whether newspaper or magazine—nor direct mail advertising, nor billboards, nor car cards can show a prospective customer how to use the product. . . . In television we are dealing literally with a new color in the spectrum."

William Benton, head of the United Nations conference on freedom of information and the press, who addressed the annual AFA dinner, Tuesday, said the use of American advertising techniques to sell the free-enterprise system to the rest of the world would be a

(Continued on page 66)

SHOWN at luncheon during AFA convention in Cincinnati last week are (l to r) Elon G. Borton, AFA president and general manager; Oveta Culp Hobby, AFA director and executive vice president of "Houston Post"; Ella B. Myers, special advertising consultant and former advertising director of General Foods Corp., who was named "Advertising Woman of the Year," and Allan T. Preyer, chairman of board of directors of AFA and chairman of Morse International Inc.

ADDRESSING delegates at AFA convention last week was James D. Shouse (l), president, Crosley Broadcasting Corp., Cincinnati, while Vergil D. Reed (center), associate director of research, J. Walter Thompson Co., New York, and Fairfax Cone, chairman, executive committee, Foote, Cone & Belding, Chicago, awaited their turn.

PAID RADIO LOGS

'Trends' Finds Practice Increasing

THERE is an increasing tendency on the part of newspapers to charge for running program logs, BROADCASTING TRENDS finds. According to the tenth survey of station manager opinion—an inquiry into radio-newspaper relations—conducted by Audience Surveys Inc., 73% of those charging stations to run their logs, charge full advertising rates for the service.

The stations queried report 85% of the local newspapers carry program logs. Of that figure 54% carry for all stations, while 24% are selective, and carry for some stations, and 2% carry newspaper-owned stations only.

A representative cross-section * of the managers of commercial AM stations were asked: (1) how many daily newspapers are published in their home cities; (2) how many carry station program logs; (3) how many charge for program logs and when the charge began; (4) whether they publish their logs in other publications in their service areas; (5) whether they broadcast their own logs; (6) how many newspapers carry radio columns; (7) to what extent accounts use newspapers to plug radio shows; (8) how much newspaper advertising stations do on their own; (9) should newspaper logs be paid advertising; and (10) how well newspapers and stations cooperate.

95% of station cities represented in the panel are served by at least one newspaper, morning and/or evening (see Table I). Only 5% of the stations are located in cities without newspaper service.

60% of the stations are served by at least one morning newspaper published in their home city; 7% have more than one morning paper; 40% have no morning paper.

93% of the stations are located in cities served by at least one evening newspaper. 75% of the cities have one evening paper, 13% two papers and 5% three or more. Only 7% have more.

TABLE II

How Many Carry Program Logs?	
Carry	85 %
Don't Carry	15 %
	100 %
% of those newspapers reported as carrying logs:	
Carry for all stations	54 %
" " some stations	24 %
" " newspaper owned stations only	2 %

85% of the stations report that newspapers in their community carry program logs; only 15% of the stations are in cities where the newspapers do not carry logs (see Table II).

Examined in terms of the newspapers which are reported to carry program logs, stations report that the majority (54%) of the newspapers which carry them, carry logs for all stations in the city. Roughly a quarter (24%) of the newspapers are selective to some degree, carrying some logs but not of all stations. Only 2% of the newspapers which publish logs restrict them to the station owned by the newspaper—in each case this practice was reported only in one-newspaper cities.

TABLE III

How Many Charge For Program Logs?	
Do charge	19 %
Don't charge	67 %
No answer	14 %
	100 %

19% of the stations report that the newspapers in their cities charge for program listings, less than one-third of the number (67%) whose papers do not (see Table III). 14% of the stations failed to answer.

TABLE IV

How Many Do You Buy? % of stations in cities where newspapers charge for program logs:	
Buy one or more paper	46 %
Do not buy	54 %

46% of the stations buy program listings, but this represents only 9% of all stations (see Table IV). 54% of stations faced with newspapers charging for logs, do not buy them.

TABLE V

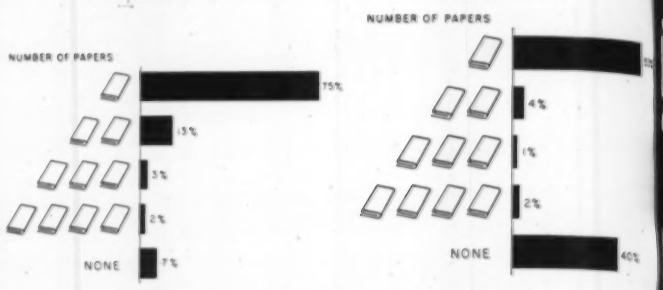
When Was The Charge Instituted?	
Within the last 3 months	18 %*
" " " 6 "	10 %
" " " year	12 %
More than a year ago	74 %

* Percentages add to more than 100 because more than one answer was given in some cities where more than one newspaper charges for program listings.

Most of the stations (74%) reported that newspapers which charge for program listings have been doing so for more than a year (see Table V). 18% of those charging began the practice within the last three months; 10% within the last six months, and 12% within the last year—giving evidence of

(*Continued on page 69*)

TABLE I



Number of Papers in Cities Concerned With This Survey

* A sample of U. S. commercial AM stations in operation September 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

Inman Resigns As WNAX Commercial Manager

RESIGNATION of Don E. Inman as commercial manager of WNAX Yankton, S. D., effective July 1 has been announced by Luther L. Hill, general manager of the Cowles Broadcasting Co., owner of WNAX.

Mr. Inman

Mr. Inman, who has been with the Cowles organizations for more than 20 years, came to WNAX in 1944 as vice president and general manager, posts which he held until he was appointed commercial manager in November 1945.

Mr. Inman has not yet announced his plans.

COWLES

Hoffman WOL Manager, Dillon at KRNT

APPOINTMENT of Phil Hoffman, vice president of Cowles Broadcasting Co. and manager of KRNT Des Moines, as general manager of WOL Washington was announced last Tuesday by Luther L. Hill, executive vice president of Cowles and vice president and general manager of the Register & Tribune Co.

Mr. Hoffman's successor at KRNT as station manager, Gen. Hill announced, is Robert Dillon, commercial manager since 1944. Both appointments take effect immediately.

Comdr. T. A. M. Craven, who has been acting manager of WOL since the resignation in May 1947 of Merle Jones, now general manager of WCCO, Minneapolis CBS-owned outlet, relinquishes his station duties to devote his entire time in Washington as vice president of Cowles in charge of engineering. Gen. Hill explained that increased activities of Cowles operations in television and FM make it desirable for the former commissioner to intensify his activities in those fields.

Cowles has applications for TV pending in Des Moines and Boston and holds a conditional grant in Minneapolis. It also holds construction permits for three FM stations—in Des Moines, Boston (to be operated in conjunction with WCOP) and Washington. WOL-FM plans to take the air before the end of the month, Comdr. Craven anounced.

A veteran Cowles executive, Mr. Hoffman has been with the organization since 1931. He has had extensive experience in administrative, managerial and commercial activities, having been identified with operation of WNAX Yankton, as well as KRNT. His forte has been programming.

Mr. Dillon has been with the Cowles organization for a decade, with the exception of two years as a lieutenant in the Air Forces.

Comdr. Craven joined the Cowles organization in 1944 after having served on the FCC both as chief engineer and commissioner since 1935. He was formerly a consulting engineer in Washington and prior to that served as a communications expert in the Navy. He is an Academy graduate and one of the best-known figures in domestic and international communications.

* * *

Mr. Craven Mr. Hoffman Mr. Dillon

SHIRTSLEEVED SSC&B partners launching plans for a client's campaign are (l to r): Jack Cohane, Ray Sullivan, Bob Colwell, Don Stauffer and Heagen Bayles.

A SALES FORMULA: SSC&B

By FLORENCE SMALL

"SULLIVAN, Stauffer, Colwell and Bayles," murmured one advertising executive upon reading of the formation of that agency early in June 1946, "sounds like a man running upstairs."

Today, two years later, that executive's murmurous quip has emerged as one of the most accurate, if unintended, prophecies in the advertising industry. SSC&B has been "running" from the first fevered days of its organization, and it gives no evidence of stopping even as it turns into its third year with a six-fold increase in business that has borne its annual billing to nearly $11,000,000 and into the regions of the nation's top advertising firms. And manifestly, that running has always been "upstairs."

But the upward sprint has been only the latest visible effort of a brilliant team that figuratively learned to walk with the industry. And—to apply one last strain to a limping figure of speech—Ray Sullivan and his future partners had already worked up to a fast trot before their current project was even a vagrant doodle.

Formerly at R&R

When Mr. Sullivan and his friends and co-executives, Don Stauffer and Heagan Bayles, first conceived the idea for the new firm, the trio were already entrenched at Ruthrauff & Ryan as among the most influential figures in advertising with salaries that reached into the top brackets in the industry.

Early in 1946, fanned equally by circumstances and inspiration, the dormant idea combusted into reality. The partners are still vague about the preceding sequence of events, but they agree that the definitive decision occurred at a luncheon at the Yale Club involving the Messrs. Sullivan, Stauffer and Bayles.

The broad details of partnership had preceded the men into the luncheon room. The new agency was to be a profit-sharing enterprise with the active returns accruing to the leading active participants. Transfer of shares outside the organization was disallowed, and it was concluded that shares would not be inheritable by family members. Resignation from the firm presupposed resignation of stock.

In accepting terms with the infant agency, Don Stauffer is known to have turned down offers of partnership from two of the leading agencies in the country. Ray Sullivan resigned his post as a director and vice president of Ruthrauff & Ryan, and Heagan Bayles, too, turned in his similar position at R & R.

In Mr. Sullivan, the other partners agreed, the new firm had the man they considered the foremost business executive in the industry. The plan then was to balance him with a top creative person in the field. So they approached Bob Colwell. Mr. Colwell at the time was vice president and chairman of the plans board at J. Walter Thompson. After several days and nights of deliberation, Mr. Colwell relinquished his post in the country's number one agency to throw in his copy pencil with the profit-sharing mavericks of Agency Row.

The firm then added a fifth partner to its string, John Cohane, another R & R vice president and one of the most promising figures in the advertising field.

Bill Spire, brilliant young account executive at Ruthrauff & Ryan, was enlisted as vice president and member of the plans board, together with Abbott K. Spencer, an 18-year account man at J. Walter Thompson. Cliff Dillon, also of J. W. T., joined the board to serve as vice president and copy chief.

To head its radio department in New York the new organization reached out for Phil Cohen who had built a spectacularly successful record while with Ruthrauff & Ryan and the OWI. Jack Van Nostrand, one of the finest radio directors and script editors in the country, was named to supervise radio in Hollywood.

With the selection of five other executives to handle pivotal spots in the agency, the new firm of Sullivan, Stauffer, Colwell & Bayles was ready for launching.

No launching ever took place from a more makeshift harbor and with less promise of a smooth sail. Though the agency did manage to secure shallow quarters at 270 Park Avenue, the formidable weight of its collective advertising acumen proved insufficient to shake loose a switchboard priority from an embattled telephone company. The networks were hastily enlisted to relay calls to the partners. Million dollar deals were negotiated from drug store telephone booths. Partners vied with stenographers in cadging nickels for phone calls. Signals were missed, communications were snarled, and more than one client languished on the ground floor until a charitable porter con-

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THE BIG STORY on Pall Mall Cigarettes is revealed in this script confab between agency, producer and sponsor shortly before broadcast of American Tobacco Co.'s "Big Story" broadcast on NBC. Seated (l to r): Don Stauffer, partner and vice president, SSC&B; Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall); Bill Spire, vice president and account executive, SSC&B. Standing (l to r): Phil Cohen, vice president in charge of radio; Tom Vietor, director of "Big Story", and Bernie Prockler, producer of the program.

INTER-AMERICAN

IAB Meets in Argentina

UNIFORM legislative standards for guidance of Western Hemisphere nations will be submitted to the First General Assembly of Inter-American Assn. of Broadcasters, to be held June 30-July 9 at Buenos Aires. The standards protect the rights of private broadcasters and oppose commercial broadcasting by governments.

Representing the United States at the assembly will be Gilmore N. Nunn, NAB District 7 director and operator of the Nunn stations [BROADCASTING, June 7]. Mr. Nunn, accompanied by Mrs. Nunn, sailed from New Orleans June 10 and is due to arrive at Buenos Aires late this week.

IAB was organized in October 1946 by some 200 station owners from hemisphere nations. The first assembly will be attended by some 200 delegates and observers, according to word from Buenos Aires. The opening session will be greeted by President Peron of Argentina and will be held in the National Postal Savings Palace.

Equipment Installed

Equipment has been installed for simultaneous translations of proceedings in English, Portugese and Spanish, following the technique used at the Atlantic City conference last year. Delegates have been provided personnel and communications facilities. Entertainment and sight-seeing events are planned.

Greetings will be presented to the assembly on behalf of Wayne Coy, FCC chairman.

Among those slated to attend from the United States are John Royal, NBC vice president, and Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Among topics on the agenda, besides uniform continental broad-

(*Continued on page 64*)

MARKETING

Selling Discussed at D. C. Meeting

By J. FRANK BEATTY

NEW techniques in finding what the public wants to buy, as well as where and how to induce this buying, were scrutinized by the nation's marketing experts at the semi-annual conference of the American Marketing Assn., held June 14-15 at the Hotel Statler, Washington.

With over 500 marketing specialists in attendance, the conference went into distribution and its relation to the government. Officials of such U. S. agencies as the Census Bureau, Patent Office, Federal Trade Commission and Dept. of Commerce took part in discussions and explained the government's role in marketing.

Spurred by growing interest in the intricate techniques of market analysis, the association started an expansion project, subject to referendum vote. First step will be to set up a permanent headquarters office, with a paid director to handle many of the activities now done on a volunteer basis.

Wroe Alderson, Alderson & Sessions, Philadelphia, AMA president, explained the expansion plan as adopted by AMA's board. Should changes in the constitution be approved by the membership, the present $35,000 budget will be expanded to $50,000. Plan for company memberships was submitted, AMA at present consisting of some 3,000 personal members.

National Awards Set Up

Mr. Alderson announced that AMA would set up a national awards program, as authorized last year by the board. The awards are designed to honor definite contributions in the field of marketing, with the awards going to the job rather than individuals. They would cover service to marketing, improvement of marketing practices and techniques, and progress in the theory of marketing. It was felt these awards would stimulate achievements in the field, encourage local chapter participation and enhance the prestige of marketing.

Speaking at the AMA's banquet Monday evening, George V. Allen, Assistant Secretary of State, traced history of the "Voice of America" broadcasts and outlined plans for the new series which will carry an official government identification (see summary of Mr. Allen's talk in "Voice" story page 32).

* * *

VOICE OF the 'Voice of America' was George V. Allen, Assistant Secretary of State, at dinner of American Marketing Assn.

Much of the AMA's two-day series of meetings was devoted to discussion of the current Census of Manufacturers and plans for the census of distribution and minerals as well as the 1950 decennial census.

Gordon A. Hughes, General Mills market research director, chairman of the AMA Census Advisory Committee, reported on the Committee's April meeting. He said afterward the committee would meet later in the summer to reconsider its recommendation against inclusion of a radio set question in the 1950 census (see story page 67 on 1950 census plans).

Census Plans

A. Ross Eckler, assistant director of the Census Bureau, outlined plans for the 1950 tabulation. Technical committees are working with the bureau, he said, referring particularly to the AMA Census Advisory Committee headed by Mr. Hughes.

Cost of the census would be at least 100% above the 1940 count even assuming the population has not increased, Mr. Eckler said. He told of advance planning of maps, questions and field tests. Whole county figures are being considered for cities to aid in comparisons with other data. Income information is to include sources of income in addition to wages and salaries.

William C. Truppner, chief of the Census Bureau's Business Division, discussed new legislation covering the censuses of business and manufacturers [BROADCASTING, June 14]. The bureau will emphasize coverage, completeness and accuracy in these tabulations, he said, with distribution, manufactures and minerals to be counted every five years.

Maxwell R. Conklin, chief of the bureau's Industry Division, said 214 forms are being used in the first postwar census, which covers manufactures. Now in the middle of the project, the bureau has three-fourths of the reports. Final results will be a little later than expected, he said.

Howard C. Grieves, like Mr. Eckler an assistant director, presided at the census session, which

(*Continued on page 67*)

AT HEAD TABLE during American Marketing Assn. luncheon were (l to r): Everett R. Smith, Macfadden Publications, AMA vice president; Leon H. Keyserling, Council of Economic Advisers, luncheon speaker; W. Winfield Riefler, assistant to chairman, Federal Reserve System, who presided; Wroe Alderson, Alderson & Sessions, AMA president; Harvey Huegy, U. of Illinois, AMA secretary.

RMA

Board Okays Mobilization Plan for Radio

By BILL THOMPSON

RMA's board of directors Thursday approved "in principle" an industrial mobilization plan for the radio and electronics industry at the conclusion of the 24th annual RMA convention at Chicago's Stevens Hotel.

Acting on recommendations of a special exploratory committee, after being informed that military demands on the industry during the next five years might run as high as a billion dollars, the directors authorized a committee to urge adoption of the plan by government officials in lieu of several proposals which have been made by government agencies.

Special Committee

RMA President Max F. Balcom, who Thursday was re-elected for a second term, will appoint members of a special RMA industrial mobilization committee in the near future, he said. The chairman of the exploratory group which submitted a tentative industry plan was Frederick R. Lack, an RMA director and vice president of Western Electric Co.

As outlined by Mr. Lack, the plan is designed to "spread the job" of meeting radio and electronics requirements of the military services among small and large manufacturers in a manner assuring expeditious fulfillment with a minimum interference with the industry's civilian production.

"During America's history we have had eight years of peace to one of war," Mr. Lack told an RMA membership luncheon earlier in the day. "However, Europe is having wars 98% of the time and we seem to be drawn into them. There is no doubt that we are rearming right now and preparing to fight off an initial attack. We won't have two years for preparation this time."

Mr. Lack said the government should set up a four-man procurement channeling committee—one from each branch of the service and one civilian—plus an industry committee to "back it up." He urged that the industry have a larger nucleus working on government contracts, pointing out that at the present time only 10 out of 50 major companies in the industry are doing business with the government.

Curb on TV Set Shows

On recommendation of the set division, RMA's directors voted to continue the association's past policy of not sponsoring public receiver exhibits and to extend the restriction to television shows. Individual receiver manufacturers in attendance voted to support this policy by not participating in proposed public shows of new TV, FM and AM sets at this time.

The policy does not apply, however, to trade shows for distributors and dealers.

Thursday Elections

Three new division chairmen were elected by their respective members Thursday morning, and two others were re-elected. Three new directors were elected and 12 were re-elected for three-year terms.

The three new division chairmen are George M. Gardner, president of Wells-Gardner Co., Chicago, who succeeds Paul V. Galvin, president of Motorola Inc., as chairman of the set division; A. D. Plamondon Jr., president of the Indiana Steel Products Co., Chicago, who succeeds J. J. Kahn, president of Standard Transformer Corp., Chicago, as chairman of the parts division; and T. A. Smith, of RCA Victor, who becomes chairman of the transmitter division, succeed-

(*Continued on page 70*)

TV LINE RATES

Hearing Postponed to Sept. 28

FCC'S PROBE of AT&T and Western Union network television rates was postponed last Monday to Sept. 28 after a morning of preliminary skirmishing by the carriers and the opposing television interests, who reiterated that the rates are disastrously high.

The delay was ordered to permit participants to complete the compilation of what was described as exhaustive data on the subject.

Reports on television broadcasters' current and past use of existing AT&T network facilities in terms of time and money, and a breakdown of the telephone company's construction and maintenance expenditures chargeable to television were offered for the record just before the half-day session was recessed by FCC Examiner J. Fred Johnson, presiding officer.

AT&T also presented a list of "orders" for intercity TV service as of June 5, showing the approximate monthly return expected from each (see listing below).

The company said that some 4,300 circuit miles of channels will be available for television networking by the end of this year, compared to about 1,600 miles assigned to video now.

Besides the present Boston-Richmond link, the report said, "additions now under way will provide a middle-western network during the fall and for connection with the East by the end of the year." The additional circuits will link New York with St. Louis, passing through Philadelphia, Pittsburgh, Cleveland, Toledo, South Bend, Chicago, and Terre Haute. Further, the company noted, "legs from Cleveland to Buffalo, Toledo to Detroit, Chicago to Milwaukee are also being provided this year."

Costs for the present network were seen as higher than those for the future. AT&T said that in its study "it appeared desirable to look forward at the time when networks have been more completely developed than at present."

The rate investigation was prompted by a petition by Television Broadcasters Assn., which also sought — but unsuccessfully — to have both AT&T's and Western Union's rates set aside pending the hearing and decision [BROADCASTING, May 3]. Appropriate rebates will be made if the rates are found to be too high.

AT&T's cover several categories of use, with $35 per airline mile per month as the regular rate for eight consecutive hours of use daily and $25 per mile per month for four hours daily where there aren't enough channels and time has to be allocated among the users. Audio channel charges are additional. Western Union rates are $4,700 per month for the use of a reversible Philadelphia-New York channel from 4 p.m. to midnight daily.

Television stories, on other pages, in this issue:

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TV Prospects Outlined by Reinsch at AAW Meet 22
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TV Drama Programs High in May Pulse 87

Television personnel changes, programs, etc., see various notes departments in this issue

"SHAKE HANDS and come in fighting" might well have been in the minds of both smiling gentlemen as Frank Stanton (l), CBS president (which operates WCBS-TV New York), congratulates F. M. Flynn, president of the New York News Syndicate on the opening of the News video station, WPIX New York, (see story page 68). Mrs. Stanton looks on.

Reports that AT&T had reduced its rates, or might do so, were disavowed by company officials.

The telephone company's reports on video use of intercity facilities on the existing Boston-Washington link showed, in most cases, a marked decline during May, the first month in which AT&T was permitted to charge for the service.

NBC's use of video interexchange channels would have cost $13,379 in January, $13,714 in February, $15,751 in March, and $14,918 in April, and station connection charges would have added $2,820, $2,460, $2,980 and $3,490 respectively, aside from the audio channel costs, the report showed. In May the charges amounted to $8,772 for interexchange channels and $1,830 for station connections.

Other video users and the charges that were or would have been applicable were listed by AT&T as follows:

CBS—Interexchange channels $7,104 in January, $5,278 in February, $10,343 in March, $10,072 in April, and $4,948 in May; station connections $730 in January, $640 in February, $1,830 in March, $1,320 in April, and $1,360 in May.

Allen B. DuMont Labs. — Interexchange channels $11,439 in January, $10,918 in February, $13,190 in March, $17,082 in April, and $6 286 in May. Station connections $1,525, $1,470, $1,435, $2,050, and $1,227 respectively.

ABC—Interexchange channels $418 in March, $1,580 in April, and $4,775 in May (no service ordered in January and February). Station connections, $1,455 in March, $1,610 in April, and $1,442 in May.

WMAL-TV Washington—Interexchange channels $3,137 in January, $945 in February, $1,786 in March, and $628 in April (no service ordered in May). Station connections $740 in January and $645 in February (no service ordered in March, April and May).

WFIL-TV Philadelphia—Interexchange channels $2,199 in January, $1,540 in February, $1,512 in March. and $2,763 in April (no service ordered in May). Station connections $940 in January and $910 in February (no service ordered in other months).

WMAR-TV Baltimore — Interexchange channels $126 in January; $1,257 in February, $81 in March, and $783 in April (no service ordered in May). Station connections $970 in January, $900 in February, $730 in March, $765 in April, and $360 in May.

WAAT-TV Newark, N. J.—No interexchange channels. One station connection (reception) reported for May at charge of $270 for seven hours on occasional use basis.

AT&T's cost breakdown was based on an "assumed" network which, closely resembling the pattern of the actual one promised for the end of 1948, would link 23 cities in the area bounded by Boston, Richmond, Milwaukee, and St.

(Continued on page 68)

Estimated Revenue From Line Use

APPLICATIONS for television network service which AT&T had on hand as of June 5 are shown below as reported last week to FCC, along with the telephone company's estimates of the monthly revenue it would receive from each.

The company pointed out, however, that applications are received "at frequent intervals throughout the month, adding new services and changing the scope of previous applications." Thus, it was emphasized, "because of allocation requirements, and the constant adjustments inherent in day-to-day service programming by the broadcasters, any applications on hand from time to time do not accurately reflect either current monthly or future demands."

The list was submitted at the opening session of FCC's inquiry into AT&T and Western Union rates for intercity television facilities (see story above). AT&T also noted that it accepts applications for service "only for routes over which facilities are available or will shortly be available."

The company's list of applications as of June 5 is below.

Customer	Service Requested	Estimated Monthly Revenue
NBC	Interexchange Channel	
	Monthly Service—subject to allocation (N. Y.-Phila.-Balt.-Wash.)	$ 5,300
	Occasional Services (Wash.-Rich. about 97 hours; Wash.-N. Y. about 9 hours; N. Y.-Bos. about 96 hours)	12,000
	Station Connections	
	N. Y.-Bos.-Balt.-Wash.-Rich.	3,000
CBS	Interexchange Channel	
	Monthly Service—subject to allocation (N. Y.-Phila.-Balt.)	4,300
	Station Connections	
	N. Y.—Phila.	700
DuMont	Interexchange Channel	
	Monthly Service—subject to allocation (N. Y.-Phila.-Balt.-Wash.)	5,300
	Occasional Service (Phila.-N. Y. about 11 hours)	900
	Station Connections	
	N. Y.-Wash.	1,000
ABC	Interexchange Channel	
	Monthly Service—subject to allocation (Phila.-Balt.-Wash.)	3,100
	Occasional Services (Wash.-Phila.-Newark about 10 hours; Balt.-Newark about 4 hours)	2,700
	Station Connections	
	Phila.-Balt.-Wash.	1,800
WPIX	Interexchange Channel	
	Occasional Service (Phila.-N. Y. about 10 hours)	800
	Station Connections	
	N. Y.-Phila.	600
WMAR	Interexchange Channel	
	No service requested	
	Station Connections	
	Balt.	350
Bremer	Interexchange Channel	
	No service requested	
	Station Connections	
	Newark	250

NBC Reconsiders Plan to Sell KOA

Decision Partly Due to Failure Of Network to Acquire KMPC

NBC has abandoned, at least temporarily, plans to sell its important Denver outlet, KOA, in a decision dictated in part by the network's failure to acquire KMPC Los Angeles, it became known last week.

The network had held tentative discussions with several interested parties, including the *Denver Post* and the Aladdin Television Co., Denver, concerning transfer of KOA at a reported asking price of about $3,000,000

The discussions regarding the sale of KOA were inspired by NBC's interest in acquiring KMPC to give itself an owned and operated Los Angeles outlet. Since the network already owns the maximum number of stations permitted under FCC rules, it would have to divest itself of one of its properties before acquiring another.

With the appointment of Frank E. Mullen, former executive vice president of NBC, as president of the G. A. Richards stations, one of which is KMPC, it became evident that the network could not buy KMPC, at least in the immediate future. A high network executive explained last week that Mr. Mullen probably intended to settle in Los Angeles and would therefore not be interested in seeing the Richards interests get rid of their only property there.

An additional reason given for NBC's reconsideration of its offer to sell KOA was that the station, in the network's opinion, would be one of the last to be seriously affected by the growth of television. KOA throws a signal which covers a wide area where no video is expected to flourish for years.

Asked whether NBC might reverse itself to its original position and reoffer KOA in the event another suitable Los Angeles property became available for sale, an NBC official said, "it is possible."

Democrats Name Biow

APPOINTMENT of Biow Co. as agency for Democratic National Committee during 1948 political campaign was announced June 15 by Sen. J. Howard McGrath, chairman. No budget has been set yet. Agency will handle placing of commercial newspaper advertising, radio and television programs for the Committee. Biow handled the account during the 1944 campaign.

Kraft's 18th Year

KRAFT FOODS Co., Chicago, begins its 18th year on NBC July 22, when 52-week renewal of *Kraft Music Hall*, Thursdays, 8 p.m., CDT, becomes effective. J. Walter Thompson is the agency, and J. D. Galbraith the NBC account executive.

Drawn for BROADCASTING by Sid Hix

"Alabama casts 26 votes for Justin Miller."

TV 'TRIPLE-PLAY' *Campbell Co. to Air Program Package*

SPECIAL 75-minute television program originated by WCAU-TV Philadelphia and fed to CBS network tomorrow evening (June 22) for Campbell Soup Co. is being publicized as the greatest concentration of radio programs ever presented in a single television period.

Three of radio's best known programs, *Club 15, Double or Nothing* and *Edward R. Murrow and the News* will be presented in the Convention Hall of Camden, N. J., where 5,000 employes and officials of the soup company, sponsors of the three programs, are holding a company get-together. Only the Murrow show will be broadcast to radio audience as well as to televiewers.

Mr. Murrow will deliver some informal remarks following his broadcast. Walter O'Keefe then will bring his *Double or Nothing* quiz show to the screen, using the company employes and their families as participants. The Andrews Sisters and Bob Crosby will put on a special television version of *Club 15*. WCAU-TV will use three cameras, feeding it to Philadelphia by microwave and thence to the network. The show was arranged by the Ward Wheelock Agency as a convention "plus" for the television audience.

First National Sponsor Claimed for Transit FM

A. STEIN & Co., Chicago, manufacturers of "Paris" suspenders, garters and belts, is the first national advertiser to buy time for broadcasts to transit bus riders, Arthur Cohn & Assoc., New York, the agency for Stein Co., said last week.

The nine hours of daily broadcasts on WEBC-FM Duluth, Minn., composed mostly of music, will carry a minimum of three 20-second announcements for A. Stein, five days a week. The 13-week contract is effective when WEBC-FM starts regular transit broadcasts, expected to be about July 1.

Guarantee of a high percentage of listeners may now be assured advertisers, the National Association of Transportation Advertising said. J. F. Sachs, advertising manager of A. Stein, said that "transit riding figures, broken down by hours, show a listening audience far greater than current FM estimates on home receivers and sizeable by daytime AM standards."

THEATRE TV STARTS AT PICFAIR IN L. A.

WITH telecast of Pres. Truman's address to Los Angeles Press Club last week, Picfair Theatre in that city announced regular policy of presenting kinescope film of all major news events in Southern California.

James Nicholson, president of Television Relay Inc. and partner in the theatre, said that events of public interest would be presented without concern for rights, and events involving promoter's rights would be offered after prearrangement with the owner of such rights. He also emphasized that where programs are sponsored, theatre presentation will retain commercial identification.

Within few weeks, Mr. Nicholson said, the service would be extended to three other theatres, and ten theatres would be equipped within 60 days.

In addition, Mr. Nicholson advised BROADCASTING that he intends to sponsor weekly 15-minute quiz format show on KTLA Los Angeles for advertising to set owners as well as to be presented via kinescope film in theatres.

Groves Labs Drops Duane Jones Firm

GROVE LABS. Inc., St. Louis (cold tablets) estimated million-dollar-a-year account, and a heavy radio advertiser, is selecting a new agency following the break with Duane Jones Co., New York. James H. Grove, president of Grove Labs., told BROADCASTING last Thursday that a decision naming a new agency will be forthcoming early this week.

Having resigned this account, Duane Jones Co. will service an advertising campaign for a competitive product. The Whitehall Pharmacal Co. (Hill's Cold Tablets) Thursday announced the appointment of Duane Jones to handle that product.

ABC Henry Morgan Show To Be Dropped by Rayve

AFTER 21 weeks on the ABC network, *The Henry Morgan Show* has been dropped by Rayve Cream Shampoo, effective Thursday, June 24. No replacement has been chosen. Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago, and account executive for Rayve, said Wednesday.

Although reasons for the cancellation were not given, Mr. Brorby pointed out that the product was purchased by Pepsodent Div., Lever Bros. Co., Chicago, after Morgan's January contract took effect. Original owner was the William R. Warner Co., New York (Standard Laboratories).

Three weeks ago the account was transferred by Pepsodent to Needham, Louis & Brorby from Roche, Williams & Cleary, New York. "Future plans are being presented and discussed by firm officials, and market studies are being conducted," Mr. Brorby said.

New Ad Division of GE To Be Headed by Pettit

ESTABLISHMENT of Advertising Division in Electronics Dept. of General Electric Co. was announced June 18 by E. H. Vogel, manager of marketing for the department. L. E. Pettit, former assistant to the general sales manager of the department, was named manager of the new division which will operate at staff level under manager of marketing.

Mr. Pettit

The department will be responsible for general supervision of all department's advertising and agency relationships, Mr. Vogel said.

Mr. Pettit joined GE in 1935 when he entered the business training course at Bridgeport, Conn., headquarters of Appliance and Merchandise Dept.

80TH CONGRESS

Closing Sessions Get Lemke Measures

By ED KEYS

AS THE 80th Congress sprinted into the final lap in its race for recess or adjournment two measures were introduced last week in the House in a new, last minute attempt to legislate 50 mc spectrum space to FM.

Both measures, authored by Rep. William Lemke (R-N. D.) were introduced in the House June 16 and referred to the House Interstate and Foreign Commerce Committee:

● H. J. Res. 430 took cognizance of FCC's action in jumping FM to the 100 mc band and maintained that this deprived farmers and rural residents of the opportunity to enjoy the benefits of FM service. It proposed that FCC be directed, for a period of five years, to assign FM frequencies in the 47 to 50 mc range with the maximum amount of power FM had ever held.

● H. R. 6964 proposed to amend the Communications Act of 1934 to provide broadcasters with a right of appeal to the courts for reversal of FCC decisions when it can be established that the appealed decision is based upon, or was influenced by, an error of scientific or technical fact.

The bill would give the courts jurisdiction to determine, if a petition citing the nature of additional evidence were presented to the court within 20 days after the FCC decision was filed, whether the Commission should or should not be given a judgment affirming or reversing the decision. Further technical hearings might be held, in the discretion of the court.

One of the major contentions of low-band advocates during Congressional hearings on H. J. Res. 78, also by Congressman Lemke, had been that FCC moved FM upstairs against the greater weight of technical evidence.

40-50 mc FM

The previous Lemke Resolution also sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency service by FCC [BROADCASTING, June 7]. This resolution, also, appeared destined for the legislative scrapheap.

From all appearances, both new FM bills, at week's end, were among the Congress' futile legislative attempts. The odds were tremendously against the possibility that they could clear committees, both houses of Congress and other legislative hurdles before legislators made their summer exodus. Their introduction, at such a late hour, did, however, signal continuity of interest by the author and persistent efforts by Professor Edwin Armstrong, FM inventor. It was felt that replicas of the FM bills would be thrown into the legislative hopper at the next session or the reconvened session at an early date.

Associates of Congressman Lemke admitted that no hearings on the new measures were planned and that hopes for passage before Congress closes its doors was very dim. They also acknowledged that, in all probability, the bills would be reviewed at the next session of Congress.

As both chambers of Congress raced toward adjournment or recess by the June 19 target date, many vital measures were bypassed or rejected. Among those falling helplessly by the legislative wayside, doomed simultaneously with the death of the 80th Congress, were many bills affecting the radio industry.

One of the most controversial of these was another late comer—S-1333—by Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee, which considers radio legislation [BROADCASTING, June 14].

The White bill would grant program review powers to FCC and raise Commissioners' salaries from the current $10,000 to $15,000. It also incorporated portions of S-246, by Sen. Edwin C. Johnson (D-Colo.) banning power above 50 kw pending agreement via the North American Regional Broadcasting Agreement or some other treaty on the use of higher power. Little likelihood of passage of the White or Johnson bills was evident on Capitol Hill during closing days.

Another late arrival on the Capitol scene was H. R. 3871 by Rep. Joseph P. O'Hara (R-Minn.) which was introduced June 15 and referred to the House Interstate and Foreign Commerce Committee.

O'Hara Bill

The O'Hara bill, designed to strip the Federal Trade Commission of its power to issue "cease and desist" orders and give the power to the courts, was favorably reported by the committee June 17. Being of a controversial nature, it is apparently destined to remain immobile in its present position, informed quarters say.

Three Senate radio probes appeared also to have died off.

Authoritative sources saw no possibility that investigations of the FCC by Senators Homer E. Capehart (R-Ind.) and Charles W. Tobey (R-N. H.) would be initiated, in the first case, or revived, in the latter, during the 80th Congress.

A bill, S-2481, to award medals to war correspondents, was gathering dust in the Senate Armed Services Committee, to which it had been referred.

Measures Tabled

Hearings were also held by Congress on bills to regulate liquor advertising. The measures were later tabled by a 6-5 committee vote [BROADCASTING, May 24].

A similar fate was met by measures to establish uniform time.

No action has been taken on H. R. 6373 by Rep. Harry R. Sheppard (D-Calif.) to prohibit ownership of stations by networks or manufacturers of equipment used in the construction or operation of stations [BROADCASTING, May 3]. The bill, which was referred to the House Commerce Committee would also forbid stations to devote any

(*Continued on page 62*)

HOWELL SEES THREAT TO LIBERTY IN S-246

REX HOWELL, managing director of KFXJ Grand Junction, Colo., has notified Sen. Edwin C. Johnson (D-Colo.), author of the Johnson Bill to break down clear channels and limit power to 50 kw, that, in his view "censorship is a far worse threat than super-power."

Mr. Howell, a leader in the campaigns against high power and for freedom of speech on the air, was referring to Sen. Johnson's resolution (S-246) which combines the high power ban with a provision of the White Bill giving program-review powers to the FCC.

Mr. Howell wrote:

. . . Broadcasting is facing numerous acute problems, some of which are of even greater importance than the threat of super-power assignments. For example, the threat of further federal encroachment upon the liberty and rights of the people through restrictions upon fundamental freedoms achieved by allowing administrative agencies such as the FCC to rule by dicta. If the FCC is given carte blanche authority to review stations' programming policies . . . and can place their own interpretation of that nebulous condition called "public interest, convenience and necessity," we have lost far more than we can gain under the resolution.

The Johnson resolution, as well as his original bill, are still pending in committee. But the committee has since given a favorable report to the White Bill containing provisions comparable to those in the resolution.

SURVEY MIGHT PROMPT FCC REORGANIZATION

A SURVEY of FCC's operations which may lead to Congressional recommendations for the reorganization of that agency is under way as part of the government-wide studies of the Herbert Hoover Commission to study Reorganization of the Government.

The study of Commission activities is being handled by William W. Golub, New York attorney, who for several weeks has been sitting in on FCC meetings and interviewing Commission members, staff executives, and personnel.

He is working under the supervision of the Hoover Commission's committee for the survey of independent regulatory commissions, which is composed of Robert R. Bowie, Harvard law professor, chairman, and former Sen. Robert LaFollette, and Owen D. Young.

The Hoover Commission's report will be submitted to the next Congress about Jan. 10. It may result in changes in FCC operations or even complete reorganization, depending upon its tenor and the Congressional reaction. Spokesmen said that details of the various surveys will not be divulged until the new Congress convenes, in order to avoid political implications in this fall's presidential campaigns.

Mr. Golub, a private attorney who specializes in practice before the Securities Exchange Commission, is familiar with FCC procedures from an earlier survey in which he participated on behalf of the so-called Attorney General's Committee.

HENRY GROSSMAN (center), CBS Director of Technical and Building Operations, giving the CBS-TV installations at Philadelphia Convention Hall a final check-up before today's big event at the Republican National Convention gets underway. Assisting Mr. Grossman are (l to r) R. G. Thompson, CBS Eastern Division manager of technical operations; Orville Sather, CBS-TV technican; Bob Bendick, WCBS-TV special events director. [Convention story on page 21.]

WTOP SALE

Formal Application Filed at FCC

By LAWRENCE CHRISTOPHER

FORMAL applications were filed at FCC last week for approval of the sale by CBS of 55% interest in WTOP Washington to *The Washington Post* and of acquisition by the network of remaining 45% interest in KQW San Francisco from Ralph R., Mott Q. and Dorothy M. Brunton. Deals involve considerations totaling more than $1,270,000 [BROADCASTING, May 24].

The Washington transaction involves assignment of license of WTOP (50 kw on 1500 kc) from CBS to WTOP Inc., newly formed Delaware corporation. The network receives 45% interest in WTOP Inc., for transfer of the physical properties of its key outlet in the Capital, including conditional grant for WTOP-FM valued at $699,930. The *Post* acquires 55% in WTOP Inc. for $855,470 cash.

Philip L. Graham, president of the *Post* and WTOP Inc., becomes voting trustee of both the CBS and *Post* stock in the jointly-owned firm under the sale agreement. The deal is conditioned upon Commission approval of the KQW transfer as well as the WTOP sale.

CBS, which several months ago acquired 45% interest in KQW (5 kw on 740 kc) and KQW-FM from the Bruntons for $300,000, pays $425,000-plus for the remaining 55%. The added consideration includes 55% of the net quick assets at settlement in addition to, whichever is less, $66,000 or 55% of capital expenditure after May 24 on frequency change or new facility installation. KQW has a pending FCC application for switch to 560 kc.

Both station sales are subject to the Avco procedure of public advertising to notify prospective competitive bidders of the terms and considerations of sale. Should FCC approve the WTOP transfer, the *Post* would be required to dispose of WINX and WINX-FM Washington, with which it is associated in ownership, to conform with the Commission's duopoly rule. WINX operates on 1340 kc with 250 w fulltime and operates two 250-w booster stations within the metropolitan area.

Under the CBS-*Post* agreement, WTOP Inc. will employ its best efforts to obtain grant of a new television station in Washington as the city's fifth TV outlet. With all four allocated channels already assigned, WTOP has petitioned FCC for amendment of its rules to allow use of Channel 12 (204-210 mc) with directional array, at Washington, switching the facility from Fredericksburg, Va., and assigning Channel 2 (54-60 mc) there instead. This proposal, opposed by Baltimore video interests, is to be heard in the Commission's hearing on television allocation modifications scheduled to begin June 29 [BROADCASTING, May 31, June 7].

The contract also calls for additional joint investment up to $1,000,000 in the television venture at Washington during the first five years if necessary.

Hayes General Manager

It was announced that John S. Hayes, general manager of WINX, would become general manager of WTOP upon FCC approval of the sale. WTOP thereafter also would be called "*The Washington Post* Station" so long as the paper retained more than 50% interest. No other "substantial changes" in the present staff of WTOP are proposed, it was stated, and no substantial changes in the station's program policy are contemplated.

WTOP Inc. officers include: Eugene Meyer, 93% owner and chairman of the board of the *Post*, chairman of the board; Mr. Graham, president of the *Post* and WINX, president; C. C. Boysen, business manager, secretary and assistant treasurer of the *Post*, secretary-treasurer; G. Stewart Phillips, assistant secretary-treasurer of the *Post*, assistant secretary-treasurer; and Directors Floyd R. Harrison and Eugene Meyer III. Mr. Meyer III is director of the *Post* while Mr. Harrison is treasurer and assistant-secretary of the paper. The senior Mr. Meyer is 93% owner and Agnes E. Meyer is 7% owner of the Eugene E. Meyer & Co., which is 100% stockholder of WINX Broadcasting Co. Mr. Graham, son-in-law of Mr. Meyer, holds 3.5% interest in the *Post*. The paper listed assets of $2,840,869.68 on April 30. Its obligations in the WTOP deal and the joint television venture are being underwritten by Mr. Meyer through separate agreement made at the same time as the pact with CBS.

CBS will keep network news department facilities at WTOP and the station and network will interchange services and facilities for news programs, special events and other programs. Leases on WTOP's quarters in the Warner Bldg., which extend to Oct. 31, 1951, go to WTOP Inc. CBS also agrees to complete installation of WTOP-FM at a cost not to exceed $200,000 should the construction permit covering the conditional grant be issued after the date of settlement. WTOP's plant replacement value as of May 1 was given as $591,400.

The voting trust agreement, which is to be executed on the closing date, places all stock of WTOP Inc., held either by the *Post* or CBS, under Mr. Graham as trustee to vote as he sees fit. This agreement would be valid until whichever of the following is earlier: Seven years after closing date; date on which CBS shall own no voting trust certificates in respect to any stock in the firm; or date on which the *Post* shall cease to own more than 50% interest. Both parties have a 60-day option to purchase at fair market value any interest of which the other may wish to dispose.

As of last week no definite plans for the disposition of WINX had been proposed, Mr. Graham told BROADCASTING. He said some eight inquiries had been received from prospects, of which half were of local origin. Mr. Graham related all were informed the *Post* was not ready yet to consider offers and each would be advised when all of the proper data were ready. Whether or not this would await FCC action on the WTOP transfer was not known.

In the transfer application of WTOP the parties stated: "It is believed that the assignment will provide additional opportunities for expansion and development of

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R. Kopf Appointed Head Of McGillvra in Chicago

RICHARD F. KOPF was appointed manager June 15 of the Chicago Division office of Joseph Hershey McGillvra Inc., station representative.

For the past ten years Mr. Kopf has been with the Paul H. Raymer Co., the last three years as Chicago Division manager. Mr. Kopf has had more than 15 years experience in the advertising business.

Decca Chicago Fire

A HALF-MILLION-DOLLAR fire destroyed one of two Decca Distributing Corp. warehouses in Chicago last Tuesday. Estimated loss in records alone was "at least $400,000."

RETURNING to the U.S. for the first time in three years, Howard K. Smith (center), chief of CBS' European news staff, glances over copy for his Sunday morning newscast. Flanking him are Wells Church (r), CBS director of news broadcasts, and Henry Wefing (l), assistant director. Mr. Smith's broadcasts will originate in New York until the correspondent's return in late August to London, CBS news staff headquarters.

TV Minimum Hours Scale Is Adopted

Final Draft Much as Originally Proposed; New Subsection

FCC WROTE into effect last week its proposed new graduated scale of minimum operating hours for television stations [BROADCASTING, May 10]. It becomes effective July 1.

The scale as adopted is unchanged from the original proposal, but carries a new subsection stipulating that "the aural transmitter of a television broadcast station shall not be operated separately from the visual transmitter except for experimental or test purposes."

The new rule replaces the present requirement—which has been consistently waived—that video stations operate at least 28 hours a week.

In putting it into effect, the Commission rejected a request of Paramount Pictures, television operator and applicant, to have a minimum 28-hour weekly schedule required, particularly in cities having populations of 500,000 or more. FCC said Paramount's petition lacked supporting facts, but the way was left open for the company to petition later for amendment of the new rule.

The new scale requires a regular program operating schedule as follows:

During first 18 months of station operation—Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week.

During the next three successive six-month periods—Not less than two hours daily in any five broadcast days per week and not less than a total of 16, 20, and 24 hours per week during the respective six-month periods.

Thereafter—Not less than two hours daily in each of the seven days of the week and not less than a total of 28 hours per week.

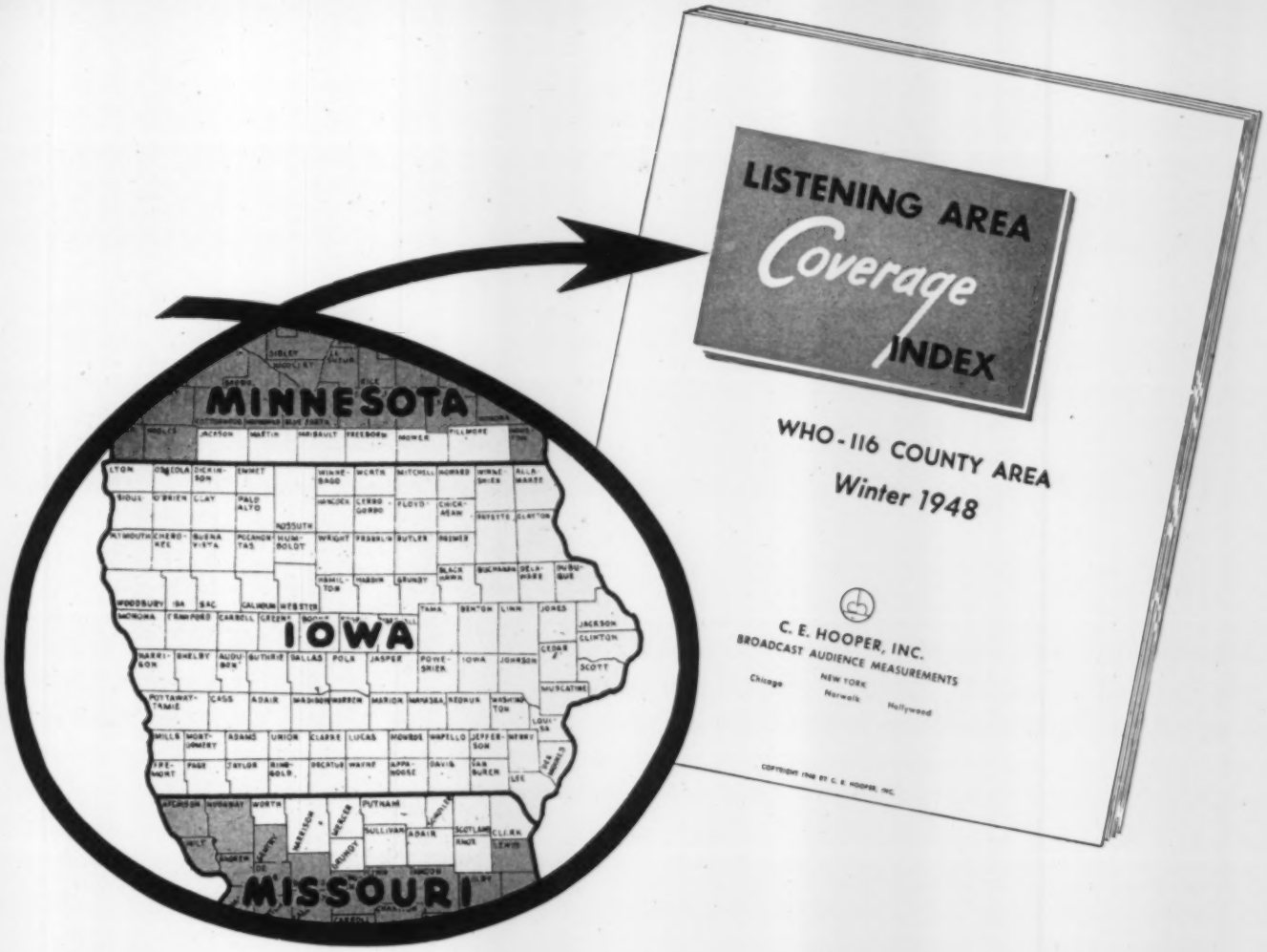
The Commission's rule continues:

"Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidential use of fixed visual images which have no substantial relationship to the subject matter of such aural presentations, shall not be considered in computing periods of program service.

If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

KDUR Deleted

DELETION of the construction permit and call letters of KDUR Durant, Okla., 250 w fulltime on 1540 kc, directional night, was ordered last week by FCC following request by station to give up its authorization. Texhoma Broadcasting Co., permittee, received FCC approval for the new outlet in May 1947. No reason was given for turning in the CP. KDUR has been associated in ownership with Little Dixie Broadcasting Co., AM permittee at Hugo, Okla., and KMHU Muskogee, Okla.



GET THIS NEW KIND OF HOOPER REPORT—

Showing Preferred Stations in This 116-County Area!

C. E. Hooper, Inc. has just released a Listening-Area Coverage Index giving the percentage of families who listen to every radio station heard in Iowa's 99 counties (plus 6 counties in Minnesota and 11 in Missouri).

Mail ballots were sent by C. E. Hooper, Inc. to a cross-section of homes in that 116-county area, asking "To what stations do you and your family listen *most frequently* or the *most time*?"

The results will amaze all advertisers *except* those who have experienced the enormous influence of WHO's "top-notch programming, outstanding public service". This new Hooper Survey *shows that WHO is "listened-to most frequently" by over three times more families than any other station—morning, afternoon, or night.*

Write for your copy today—or ask F & P!

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

'VOICE'

Only Verbal Spankings Linger

NO LEGISLATIVE correction for operation of "Voice of America" programs was foreseen as Congress prepared to close last weekend but a strong mouthwash had been prescribed for the "Voice" by one investigative body and a verbal spanking was forthcoming from another as the result of allegedly "slanderous" broadcasts.

During the closing hours of Congress the likelihood of reviving hearings into the shortwave broadcasts appeared very remote. Likewise, remedial Congressional action during the 80th session was held, in official quarters, to be most improbable.

Preoccupied legislators were giving little, if any, attention to the *Know North America* series of the State Department's "Voice of America" programs broadcast by NBC. The storms over passages in scripts which were said to be offensive to certain states seemed to have subsided in both Houses of Congress.

Hearings into the controversial programs beamed to Latin America were concluded a fortnight ago by two special subcommittees of Congress [BROADCASTING, June 14].

No more hearings are planned by the joint Senate subcommittee composed of subcommittees of the Executive Expenditures and Foreign Relations Committees, under the respective chairmanship of Senators H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.).

More Hearings Unlikely

It was also held highly unlikely that hearings would be resumed this Congress by a special sub committee of the House Executive Expenditures Committee, headed by Rep. J. Edgar Chenoweth (R-Colo.).

In a report on committee hearings issued June 16, Rep. Chenoweth declared that "these studies revealed an urgent need for a full and open investigation of the methods employed in preparing, supervising and conducting these broadcasts . . . we are convinced . . . that the persons responsible for conducting these broadcasts, have failed to correctly interpret the spirit and intent of Congress in passing this law, and have not recognized the obligation placed upon them to disseminate information about the United States that accurately portrays life in our country."

Chairman Chenoweth reported that the committee intended to keep those responsible for the program under scrutiny during the next three months to see that they properly discharged their responsibility.

The only alternative, if precautions are not taken to prevent repetitions of broadcasting "vulgar and misleading material," the Chenoweth sub-committee said is "to recommend the amendment or repeal of that portion of the law authorizing these international broadcasts by the United States Government."

Six Recommendations

Six recommendations were made in the report by the subcommittee. They were: (1) Immediate appointment by the President of members of the Advisory Commission authorized by law. (2) Except in extraordinary situations, the employment of only American citizens to prepare foreign information broadcasts. (3) No foreign broadcasts be conducted unless scripts are either first written in English or translated into English and accurately checked. (4) Employment of language experts by the State Department to monitor and control all broadcasts as they are going out on the air. (5) Place emphasis on quality instead of quantity in all of our foreign broadcasts. (6) Reduce to minimum, or eliminate, our broadcasts to Latin America.

A State Department official advised BROADCASTING Wednesday that many of the Chenoweth subcommittee recommendations had been initiated before the report was made public. Still others, he said, were under consideration.

The State Department said difficulty had been encountered in finding capable people to fill positions on the non-compensatory Advisory Commission and that efforts had been underway many months. More than 350 people have been canvassed and interviewed relative to appointment and a slate of candidates is expected within a short time.

No control over the nationality of employes of NBC or CBS is held by State Department, he said. It was explained that State Department employs only three aliens—Koreans—in line with standing policy. The difficulty of securing those who understand the Korean language accounts for the three aliens, he said.

English translations will be furnished under the new programming policies of the government department and a monitoring setup and possible reduction in volume of broadcasts to Latin America is under consideration, the official explained.

He indicated that quantity would be sacrificed for quality when it became apparent that a particular situation warranted programming reduction.

The subcommittee report said committee members were "puzzled" by the testimony given by Venezualian Rene Borgia, who wrote the controversial scripts. "He attempted to defend various passages in the scripts when he was asked about them and at the same time admitted the material used was in poor taste," the report said. Mr. Borgia had testified that he had lifted his material from John Gunther's best selling *Inside USA*.

33 Hours Daily

It was reported that at the present time our official foreign broadcasts in 21 different languages consume a total air time of approximately 33 hours daily. Of this total output, the State Department handles approximately 9 hours and the balance is divided almost equally between NBC and CBS, the report said.

Current payments to NBC for programming and facilities are at the rate of $1,233,000 per year, the committee reported, adding that during the fiscal year starting July 1, 1946, approximately $7,500,000 was expended for foreign broadcasting. For the current fiscal year, more than $9,000,000 was appropriated for foreign broadcasts and new relay stations. The committee estimated that the cost of these broadcasts for the coming fiscal year starting July 1, 1948, would be approximately $11,000,000 including the cost of new relay stations.

"By not attempting to provide the ordinary safeguards that it insists on in its domestic broadcasts, the National Broadcasting Co. did not properly discharge the great responsibility which it undertook in its contract with the State Department," the Congressman said.

The highest degree of condemnation in the report was leveled at the State Department.

"Your committee," the report stated, "finds that the State Department did have a responsibility to supervise and check these programs. Had ordinary care been exercised this repugnant material would have been immediately detected . . . had the Advisory Committee on Information been appointed promptly as contemplated by the law, this unfortunate situation might have been averted."

In conclusion, the committee said that "the dual controls exercised by the National Broadcasting Co.

(*Continued on page 60*)

FOUR MAJOR networks pledge complete support in next falls's Community Chest Red Feather campaign to Henry Ford II, chairman of Community Chests of America. Discussing plans in the recent New York meeting are (l to r) Edgar Kobak, MBS president; Frank Stanton, CBS president; Mr. Ford; M. J. Roche, advertising manager of Lever Bros. and chairman of Community Chests radio committee; Niles Trammell, NBC president, and Mark Woods, ABC president.

'Tracy' Uses TV

ANOTHER possible public service activity for television was pointed out last week in the Dick Tracy comic strip. There the police used TV to flash the picture of a wanted criminal to the public in an attempt to locate "a fugitive." This, in the opinion of Dick Tracy, was the first time video had been used to run down a criminal. NBC promptly issued a statement reminding Tracy that when seven convicts escaped from Brooklyn's Raymond St. jail on Jan. 27, 1947, WNBT New York, joined the search then just as Tracy's TV friends are now doing.

POLK'S MOTHER BLAMES POLITICS FOR MURDER

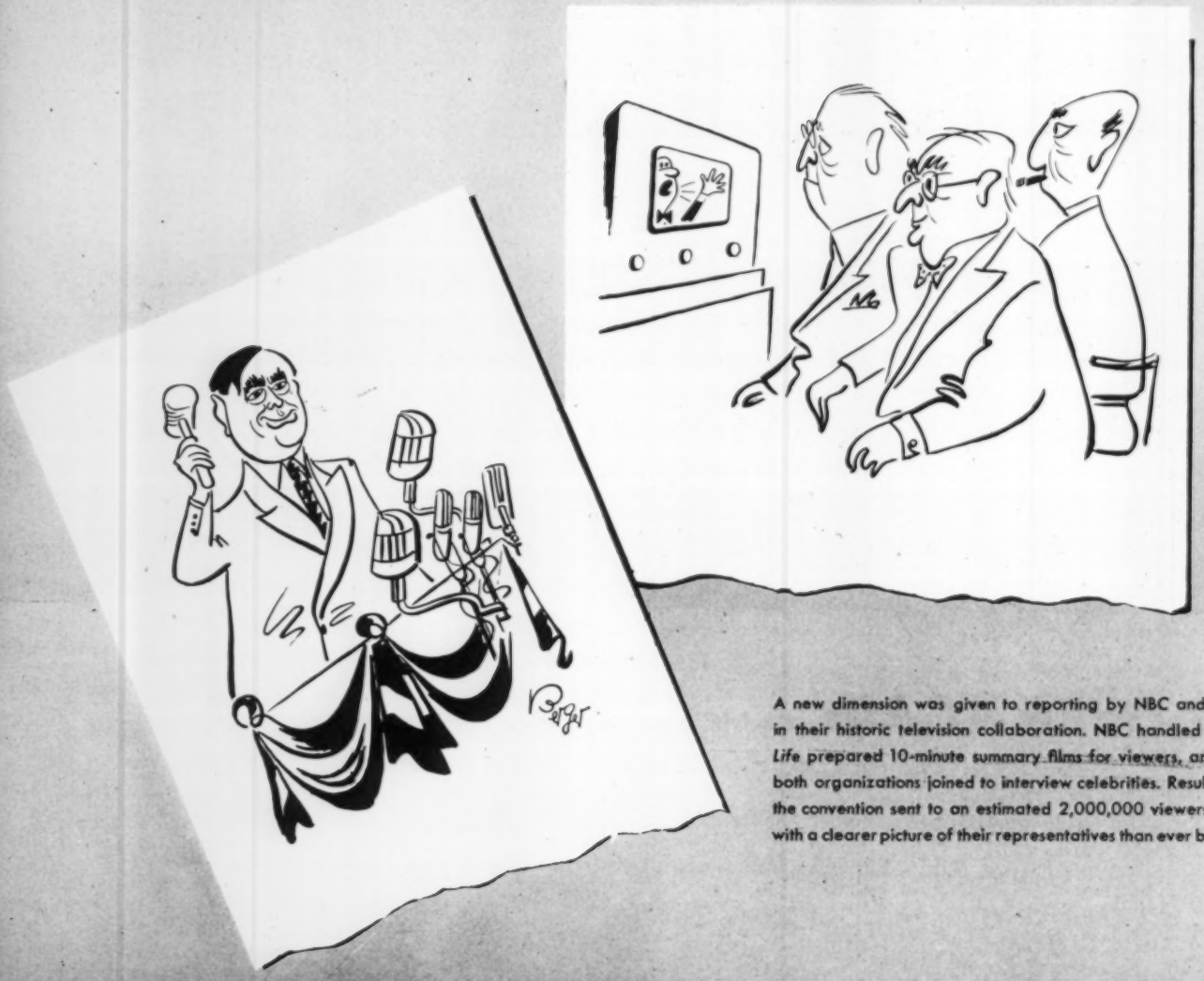
THE MOTHER and younger brother of the late George Polk, chief CBS correspondent in the Middle East who was slain in Greece in May, said last week they are convinced it was a political murder despite efforts of Greek investigators to prove there were personal motives behind Mr. Polk's death.

While parrying questions as to which political faction she thought was responsible, Mrs. Polk, who granted a mass interview in New York last Thursday after returning from a three-week stay in Greece, said she felt the crime was the work of a well-organized group, had been planned carefully, and was obviously not the isolated act of an individual.

The interview with Mrs. Polk and her 19-year-old son, William Polk, a student at Harvard, was arranged by the newly-formed Newsmen's Commission to Investigate the Murder of George Polk. The commission was organized jointly by four working press groups: American War Correspondents Assn., Newspaper Guild of New York, Foreign Press Assn. and the Standing Committee of United Nations Correspondents. All four groups previously had voted separately for full and impartial investigation of the Polk murder.

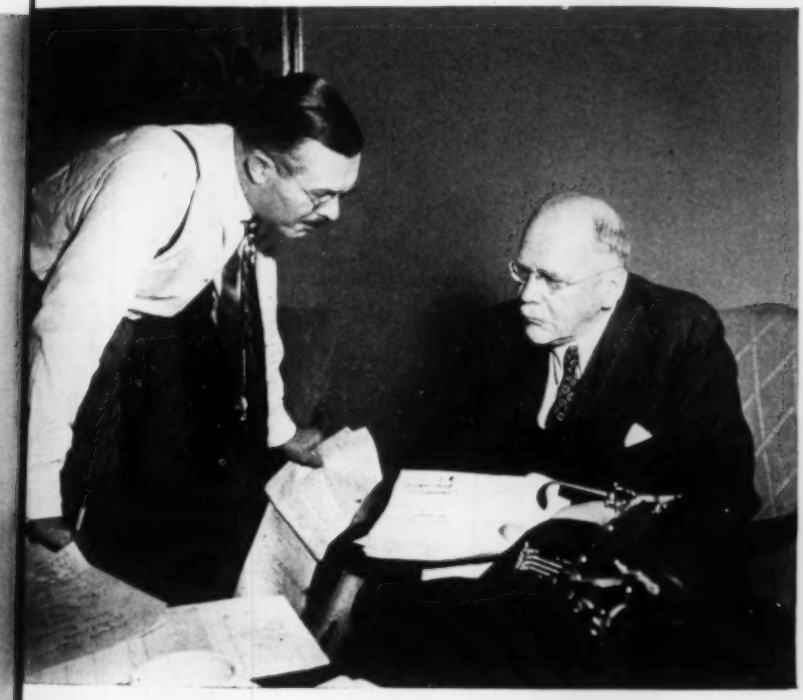
ALL OVER AGAIN... NBC's biggest political coverage job drew to a close in the last moments of the Democratic Convention of July, 1948. Philadelphia's cotton-wool heat was settled down for the summer; the Republicans had left a sticky month before. Now, together with the Parties, NBC could relax. America's biggest political show was over—*all over until 1952.*

190 men—commentators, announcers, reporters, engineers, cameramen and technicians—covered the two conventions for NBC. Now W. F. Brooks, News and Special Events Vice-President in charge of all NBC activities at the conventions, watches briefly as tons of radio and television equipment are carted from the Hall. From here, all the color and excitement of selecting presidential candidates have been beamed to millions of listeners and viewers. Every minute of each convention was covered—and when activities lagged, spot interviews, running descriptions and concise analyses were woven in between all the major speeches and heated balloting, the political explosions and convention upsets.

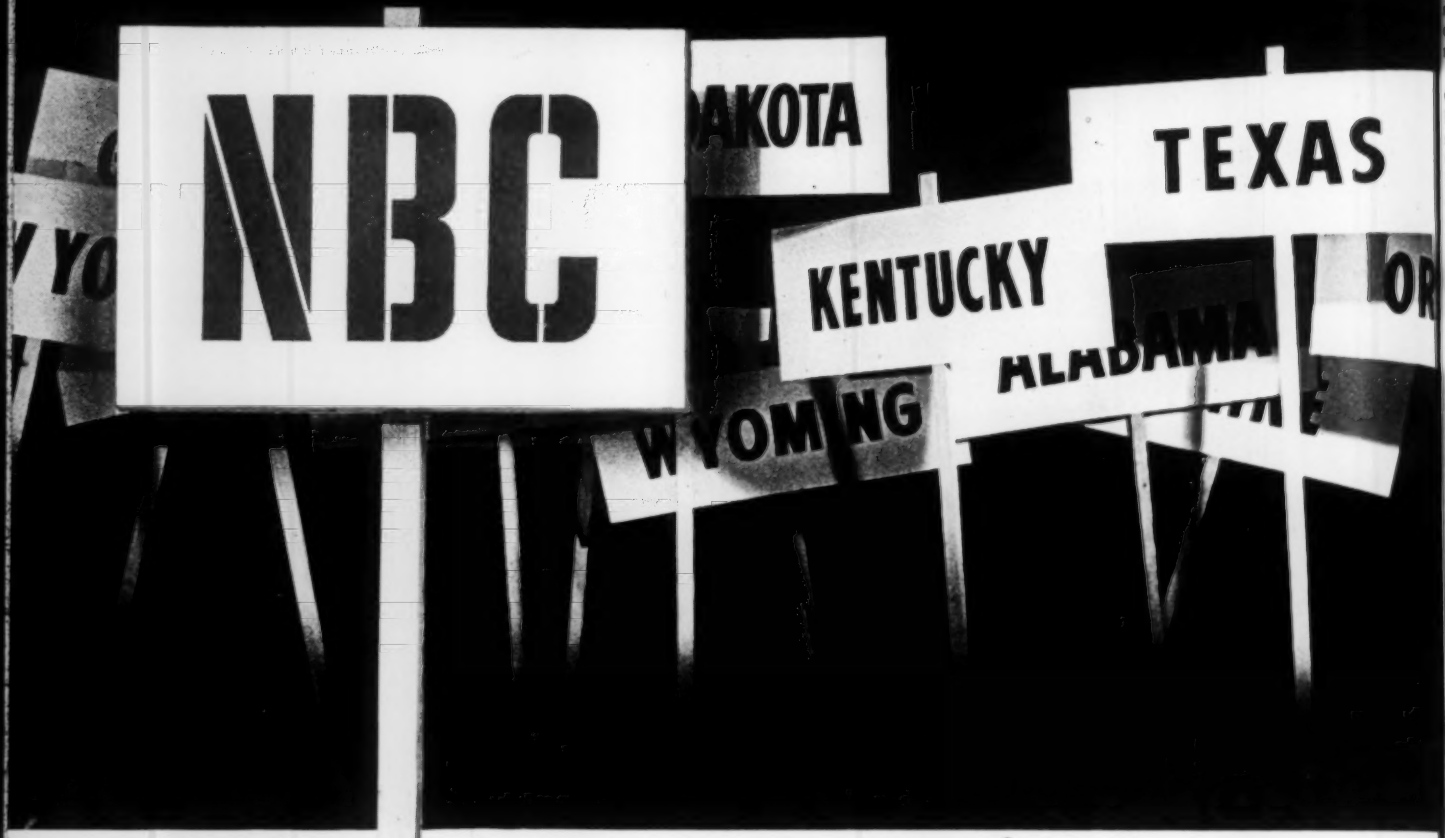


A new dimension was given to reporting by NBC and *Life* magazine in their historic television collaboration. NBC handled floor activities, *Life* prepared 10-minute summary films for viewers, and the talent of both organizations joined to interview celebrities. Result: all phases of the convention sent to an estimated 2,000,000 viewers—more voters with a clearer picture of their representatives than ever before in history.

No one voice dominated the network's reporting. A full 29 top radio newsmen made up NBC's array of broadcasters. Here, a team of three, Robert Trout, John MacVane and W. W. Chaplin rest after their final television news roundup in NBC's Convention Hall newsroom, where they have been talking with convention leaders through busy days of exclusive interviews plus political scoops and news summaries.



Owners of four more of America's most listened-to voices, Morgan Beatty and H. V. Kaltenborn (above), Richard Harkness and Ben Grauer (right) relax in the NBC studio-suite at the Bellevue-Stratford. From here, from the network's master booth, from KYW's Rittenhouse Square headquarters, from mobile units—from all over, they and their colleagues have been pouring out the news, sustained by long experience and news sense—by nerves and coffee.



At the end of the conventions, it was obvious that no more elaborate plans for a detailed, factual, colorful word picture had ever been carried out in broadcasting—no more complete television coverage had ever been made. Carefully detailed planning, put into brilliant action by radio's most experienced staff of newsmen and technicians, is only indicated by this outline. This one NBC news-coverage job is another example in a list as long as radio of why NBC is No. 1 in broadcasting and No. 1 in television. Whatever the event, wherever it happens, NBC News covers it with the personnel and facilities that mark . . .

AMERICA'S NO. 1 NETWORK

THE NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

Mayflower Turnabout?

(*Continued from page 21*)

would be joined by Comr. George E. Sterling in his original contention that, although he felt broadcasters may not censor, the question of licensee liability in libel or slander suits is one for the courts or Congress to decide and should not be touched by FCC.

There was no likelihood that Comr. Jones would back down from his castigation of the entire decision as "dicta." Chairman Wayne Coy and retiring Comr. Clifford J. Durr, on the other hand, were understood to be still backing the majority's original views.

But neither the probable modification in the voting line-up nor the fact that two of the seven Commissioners are out of town was expected to be sufficient to change the broad course of the overall interpretation.

The currently absent commissioners are E. M. Webster, who did not participate in the original voting, and Vice Chairman Paul A. Walker, both on international assignments in Europe. It is the Commission's plan, because of the urgency of the issues, to decide both the Port Huron and Mayflower cases without waiting for their return, now slated for July 12.

Predicated on WHLS Question

The proposed interpretation of Sec. 315 was pegged on the question of license renewal for WHLS. All six Commissioners in the proposed decision voted for renewal. Their differences related to the broad views expressed, so that Messrs. Jones' and Hyde's respective positions were stated in concurring rather that dissenting opinions. There has been no indication of any change in attitude toward renewal for the station.

Supporters of the original WHLS decision draw support from the Senate Interstate Commerce Committee's favorable report on the White Bill (S-1333), which would revise the present Sec. 315 along much the same lines [BROADCASTING, June 14]. In its report on that portion of the bill, the Committee said in part:

The [present law's] flat prohibition against the licensee of any station exercising any censorship authority over any political or public question discussion is retained and emphasized. This means that the Commission cannot itself or by rule or regulation require the licensee to censor, alter or in any manner affect or control the subject matter of any such broadcast and the licensee may not in his own discretion exercise any such censorship authority. A provision is added exempting the licensee from any civil or criminal action because of any broadcast made by others than the licensee or those under his control under the provision of this section, so that the legal responsibility will lie against the speaker.

If anything, FCC authorities noted, the Senate Committee in its approval of the White Bill goes farther that the Commission's interpretation of the law.

The White Bill would make Sec. 315 govern broadcasts of public controversial issues—presumably including station editorials—as well as political broadcasts, to which the present section is now limited. It would continue the present law's stipulation that stations are not required to carry political broadcasts in the first place, and extend the same provision to controversial issues.

As in existing law, if a station made time available to one candidate it would have to afford equal opportunities to all other candidates for that office. With respect to the discussion of controversial issues, the Committee report continued:

. . . If [a licensee] does give or sell time initially for such discussions, he must grant equal opportunities, in the aggregate, for the presentation of opposite views. For example, if a licensee makes available a half-hour for such a discussion he must make available a half-hour for the presentation of the total of all other views.

. . . The committee believes that the requirement that only as much time be given for opposite views as was given in the first instance will prevent undue hardships for the licensee and still result in fairer treatment for those having views to present and to the listening public.

The committee expresses the earnest hope that licensees will construe this provision liberally; that they will attempt sincerely to present to the best of their ability the fullest discussion, always remembering that they have, as licensees, in a democratic republic an important public duty to aid in the dissemination of varying viewpoints . . .

TV SHOWS CONTINUE AS GOP MEET OPENS

TELEVISION'S extensive coverage of the Republican convention can be handled without cancellation of much commercial video business, according to advance figuring. However, all eastern TV stations, who are getting complete convention coverage through the television pool, declare their intention to carry everything of general interest from the convention regardless of their regular schedules.

Late last week it appeared as if most video commercials could be broadcast, either at their usual times or with some shifting to accommodate the convention pickups. Firestone Tire & Rubber Co.'s *Americana Quiz*, Monday program on NBC-TV, is being moved forward a half-hour tonight (June 21) and broadcast 8-8:30 instead of its usual 8:30-9 spot.

NBC has cancelled *Kraft Television Theatre*, 9-10 p.m. Wednesday, and American Tobacco Co.'s *Barney Blake* program, Thursday, 9:30-10 p.m., and has cut Thursday's Swift show from a half-hour to 15 minutes, 8:30-8:45 p.m.

WNBT New York, NBC key station, also has cancelled the Tuesday night baseball game telecast. WCBS-TV New York has cancelled its Thursday afternoon baseball program as that will coincide with the balloting for the GOP presidential nominee.

AAW Views TV

(*Continued from page 22*)

to record live demonstrations on film for its clients at a low cost.

More than half of the theatres in the United States have been laying the groundwork for the television commercial for the last 25 years, Mr. McMahan declared. "At least 11,000 theatres run commercials today, and 48,000 local advertisers have used the medium successfully.

"Ford is now pioneering in combining television and theatre films. If the films are well done, they are interchangeable. You can have color on your theatre screens, with black-and-white prints for television. Ford will use television in New York, Chicago, Los Angeles and other key metropolitan points, with theatres to make national coverage complete. This is, of course, the ideal combination, because television at this moment cannot give complete national distribution and it badly needs something to pay the freight on better production of commercial films."

Mr. McMahan revealed plans of his organization to syndicate commercial spots on film designed for such television advertisers as chain stores, food products, restaurants, drug stores and ice companies.

Hollywood major film studios know they can't play video's low budget game with their high budget operation, Don McNamara declared in explaining why those big motion picture producing companies are at present relinquishing TV leadership to the smaller 16 mm. film producers.

"It may be that television will hit the blue chip level before too long. So the majors are staying in the picture without actually doing much about it," he said. "But impressive technical advances in pictures and sound quality in 16 mm. during the past ten years have prepared it [16 mm. film industry] for television action and the low-overhead 16 mm. organizations can play the television game without losing its shirt."

Sounds Warning

Cautioning advertisers and agency men to "keep television commercial copy fresh and new to maintain consumer interest," Mr. Smock, who was substituting for Haines Finnell, advertising manager of Union Oil Co. on the panel, warned that "video commercials wear out much faster than those on radio." Although video program costs are high, he believes that they will soon "settle down." Meanwhile agencies and advertisers must "shop around."

The number of television homes in the Los Angeles area has increased greatly since Jan. 1 and the coverage of the total homes also has risen, he said. It was estimated that there are more than 25,000 TV sets in operation in that area today.

Final hour-and-a-half of the TV panel session was given over to a demonstration of video programming. Using 16 mm. film, types of entertainment shows and commercials were limited animation, full animation, blowups, film and sound track with narrator before the camera, combined animation and live action, selections from industrial films and 100% live commercials.

Gilbert L. Stanton, director of advertising and publicity for Idaho Power Co., Boise, was elected AAW president for forthcoming year. He succeeds Russell Z. Eller, advertising manager of California Fruit Growers Exchange, Los Angeles. Herbert H. Kirschner, head of his own San Francisco agency, was elected senior vice president, with Grover C. Kinney of Denver made secretary-treasurer.

Vancouver, B. C., was chosen for 1949 convention, with dates to be set.

Awards Conferred

Regal Amber Brewing Co., San Francisco, sponsor of *Light and Mellow* on KNBC San Francisco, was named grand prize winner of the Vancouver Advertising and Sales Bureau Trophy for the best commercial on a western program. Certificate of merit was also given sponsor for the best commercial on a program in cities over 100,000 population. M. E. Harland Adv., San Francisco, produces the program. *Skippy Hollywood Theater*, sponsored by Rosefield Packing Co. (Skippy Peanut Butter) on a group of stations nationally, came in for second place. Garfield & Guild Adv., San Francisco, produces the transcribed program. *Fleetwood Lawton and the News*, with commercials handled by Ben Alexander, on Don Lee network and sponsored by Union Oil Co. received third mention. Agency is Foote, Cone & Belding, Los Angeles.

Special certificate of merit in recognition of originality and significance was awarded the CBC *Burns Chuck Wagon*, sponsored by Burns & Co., Vancouver, B. C. (meats), thru James Lovick Co., that city.

For commercial programs in cities under 100,000 population, first prize went to KDSH Boise, Ida., which produced the Levere Swope Real Estate musical show.

Purex Co., Los Angeles, spot announcement campaign for Trend, thru Foote, Cone & Belding, was given the certificate of merit for spot announcements in cities over 100,000. Tuttle Cottage Cheese campaign, thru Emil Reinhardt Adv., Oakland, took second place.

Awards were given to encourage improved radio advertising through commercial programs and separate one-minute-or-shorter spots.

WTOP Sale

(Continued from page 30)

radio broadcasting in the Washington, D. C., area." The public notice by CBS, issued last week, said that while no substantial program policy changes are seen, "the applicant proposes to study the possibilities of augmenting the station's current program schedule by the addition of programs of local interest employing the facilities of *The Washington Post*, a newspaper nationally distinguished for service to its community."

The release added that WTOP-FM, when completed, will duplicate the AM schedule and broadcast "non-duplicated FM programs of local interest when and if circumstances arise which make the presentation of such programs desirable."

CBS in the San Francisco transaction buys the remaining 1,375 shares (55%) in Pacific Agricultural Foundation Ltd., KQW licensee, from the Bruntons with the $425,000 purchase price, as adjusted, being split as follows: Dorothy Brunton, executrix of estate of Sherwood B. Brunton, deceased, $129,030; Mott Q. and Ralph R. Brunton, $147,985 each. KQW listed assets of $249,289.94 as of April 3 with plant replacement value set at $151,204.

The network pointed out that San Francisco is the second largest center on the Pacific Coast and is the terminal and relay point for all international broadcasting from the Pacific news area. Improvement of local station service and national network service was foreseen through complete ownership of a station there.

The network said, "In addition, if (CBS) is granted a construction permit for a San Francisco television station, ownership of both a television and a standard broadcast station in the same area will make it possible for (CBS) to operate both stations more efficiently to the benefit of both stations and their audiences."

The network also has video requests pending for Chicago and Boston in addition to San Francisco and its Washington proposal. The network is licensee of WCBS-TV New York, where it also operates WCBS (AM) and WCBS-FM. Other CBS-owned outlets include: AM—WBBM Chicago, WCCO Minneapolis, WEEI Boston, KMOX St. Louis and KNX Los Angeles; FM — WBBM-FM, WEEI-FM and KNX-FM (latter two CPs).

The network indicated it would name its own manager for KQW but initially would retain and supplement other existing personnel.

CBS on May 1 reported assets of $39,432,809.02. Net income after federal taxes for the year ending Jan. 3, 1948, was $5,920,104, and for year ending Dec. 28, 1946, was $5,795,896.

Upcoming

June 30-July 9: Inter-American Assn. of Broadcasters Congress, Buenos Aires.

July 12-15: Democratic National Convention, Philadelphia.

Aug. 24-27: American Institute of Electrical Engineers, Pacific general meeting, Spokane, Wash.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn., annual convention, Hotel Sheraton, Chicago.

Music Dealer Meet Holds Video Panel

A "TELEVISION PANEL" was held Thursday in Chicago in connection with the annual convention of the National Assn. of Music Merchants at the Palmer House.

Several hundred of the 6,000 convention delegates heard a discussion by TV dealers, manufacturers, station operators and the representative of a publishing concern.

Stanley H. Manson, public relations director of Stromberg-Carlson Co., disclosed that a recent company survey of all income groups in New York City and Philadelphia showed 89% of those owning TV sets "would rather watch television than listen to radio." Of 69% who previously listened to aural programs exclusively 31% now watch video 25 or more hours weekly and 32% from 20 to 25 hours, he said.

The Stromberg-Carlson poll also revealed that 75% of the owners have sets with 10-inch tubes, 49% had only one trade name in mind when they bought sets, and 73% chose table models. Ninety-nine per cent said they were not disappointed in their sets.

Halpin Predicts

A prediction that coast-to-coast network television would be a reality by 1953 came from Dan Halpin, national sales manager for RCA Victor. He said that for each dollar volume on radio and phonograph sets, RCA Victor realizes $4 on video receivers.

J. W. Strickland of G. Shirmer Inc., New York TV dealers, criticized manufacturers for not allowing dealers more than an average of 28% profit, and A. C. W. Saunders of the Howard W. Sands Co., Indianapolis publishers, called for a program to educate the public to the difference between faulty transmission and trouble in the receiver proper.

Paul C. Brines, assistant manager of WGN-TV, the *Chicago Tribune* video outlet, described the station's first 70 days of operation, during which weekly programming time has grown from 24 to 44 hours.

WTAG
401 QUARTER HOURS
81%

ALL OTHERS
95 QUARTER HOURS
19%

A ONE STATION AUDIENCE in a MANY STATION MARKET!

Central New England Listeners, in Worcester and fifty-four surrounding cities and towns, express their preference by quarter-hours, sign-on to sign-off, Sunday through Saturday.

Above data from just-released Benson & Benson Diary Study. Your nearest Raymer man will gladly show you the complete study. It's amazing!

Double Barrelled! The latest Hooper figures, Worcester city only, show the same, consistent WTAG domination of audience --morning, afternoon and night!

WTAG WORCESTER
580 KC 5000 Watts

PAUL H. RAYMER CO. *National Sales Representatives.*
Affiliated with the Worcester Telegram & Gazette.

YOU MIGHT RUN THE 220 YD. HURDLES IN 22.5 SECONDS*—

BUT... DON'T TRY TO HURDLE THE WALL AROUND WESTERN MICHIGAN WITHOUT WKZO-WJEF!

As far as outside radio is concerned, the "wall of fading" that surrounds Western Michigan is almost insurmountable and impenetrable—so much so, in fact, that hardly anyone in the area even *tries* to listen to an outside station!

If you want to reach the buying public of this important segment of the State (as who doesn't!) the stations *within* the wall are your best bet. Of these, certainly WKZO, Kalamazoo, and WJEF, Grand Rapids, have *by far* the best combined listenership, as well as an exceedingly attractive combination rate!

Mondays through Fridays, from 12:00 Noon to 6:00 p.m., for instance, WKZO shows a 55.2 Share of Audience—36.5 above its best competition. WJEF shows 26.7—4.5 above its best competition. The combination is *invincible*, and at bargain rates. (Hooper Report of Jan.-Feb., 1948.)

The new Hooper is yours for the asking. Avery-Knodel, Inc., can supply you—or just write us direct.

* *Harrison Dillard ran a 220 yd. hurdle race at Delaware, Ohio, June 8, 1946, in 22.5 seconds.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

CELEBRATING seventh anniversary of Radio Programas de Mexico (l to r): Horacio Nino Medina, assistant manager; Adrian Lajous Martinez, manager; Clemente Serna Martinez, president and general manager; Bernardo Sancristobal, sales executive; Rafael Margain, auditor; Antonio Eufracio Ontiveros, assistant manager.

PICK and shovel work in breaking ground for Bamberger's new Washington TV outlet, WOIC, last Tuesday. L to r: John A. Willoughby, FCC acting chief engineer; Theodore C. Streibert, Bamberger president; Comr. George E. Sterling; Jack Poppele, Bamberger vice president and chief engineer.

WHEN FCC Chairman Wayne Coy spoke at commencement exercises at Cincinnati College of Music, all Greater Cincinnati station heads gathered to greet him. Group includes (l to r): C. H. Topmiller, WCKY; Robert M. Sampson, WSAI; Hulbert Taft Jr., WKRC; James D. Shouse, WLW, host; Mortimer C. Watters, WCPO; Mr. Coy; Arthur Eilerman, WZIP.

PEELING potatoes on Art Linkletter's "GE House Party" is a busman's holiday for Mrs. Charles Crutchfield, wife of the vice president and general manager of WBT Charlotte, N. C.

WINNER in WOV New York's Time Buyers' Quiz, Reggie Scheubel, radio director of Duane Jones, collects $10 in Italian lira from WOV Manager Ralph N. Weil.

SWINGING to the tune of new full-time operation for WHB Kansas City on 10 kw are John T. Schilling (l), vice president and general manager, and Don Davis, president. Swing, familiar symbol of WHB, was in ballroom where "Preview Party" was held

INSPECTING Mt. Wilson transmitter of KNBH (NBC-TV) Hollywood are (to r): Roy Howard, v p of Austin, Co., builders; Raymond Guy, manager of NBC radio facilities and allocations group; O. B. Hanson, NBC engineering v p; John Seibert, engineer in charge of KNBH installation.

CHARLIE ZEANAH, sports director of WSFA Montgomery, Ala. on leave for operation on a fractured thigh, looks at his mail as result of "Charlie Zeanah Night" at Montgomery's Cramton Bowl, and 25-station salute to him.

EXPLORING THE UN... the fashions, food, dances, costumes and amusements of the UN nations... half hour weekly.

PIXIE PLAYTIME... Starring puppet Peter W. Pixie, in a bright three-times-a-week children's show.

ALEXANDER KORDA FILMS... twenty-four full length features with internationally known stars... weekly.

THE DRAWING GAME... Pulitzer Prize cartoonist, Rube Goldberg, in a cartoon-charade quiz game... weekly.

ALL WPIX programs are pre-tested on closed circuits... adapted to the most exacting audience demands... With a wide range of every type of television presentation, drama, sports, celebrity interviews, night clubs, beauty, etiquette, homemaking, cooking, children's features—plus the best of News pictorial reporting—New York's most modern television station presents a unique opportunity for alert sponsors. Interested advertisers — write or phone for program costs and rates!

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.

WPIX

NEW YORK CITY, CHANNEL 11

PROGRAMS AVAILABLE

TV SPACINGS

DuMont Readies Exhibits On FCC Proposals

TO ASSIST the FCC in arriving at the best solution to the television allocations problem, Allen B. DuMont Laboratories is preparing an extensive series of exhibits dealing with the overall nationwide situation.

Chief of the DuMont exhibits is a huge map of the United States, 10 by 16 feet in size, showing the FCC's proposed allocations and the interference conditions which would result from carrying out this plan. Serious interference areas are marked by red "danger" flags. Supplementing this map, the other DuMont exhibits will show in detail the effects of the FCC proposal in a number of individual localities.

DuMont proposals for amending the allocations suggested by the Commission will include, first, correction of the more serious spacings in the FCC plan, according to Dr. Thomas T. Goldsmith Jr., head of the company's research division. He said that under the plan as now set up a number of smaller cities would actually receive much less video program service than is intended, due to lack of adequate separation of stations on adjoining frequencies, and that DuMont will propose a plan for correcting this situation.

DuMont will also propose the addition of six or eight further channels to the television spectrum beyond the 12 already allocated for black-and-white video service, Dr. Goldsmith announced. This, he said, would permit most cities to have two or three interference-free stations which would benefit the public by increasing the number of competitive situations and, through the competition, improving the quality of the program service.

Dr. Goldsmith will present the DuMont proposals at the television allocations hearings to start in Washington on June 29. He is presently supervising the preparation of the large map and the 30 or more supplementary exhibits which will illustrate his oral presentation.

Wallace to Use Radio

THE NATIONAL Wallace for President Committee, which has appointed Frederick-Clinton Co., New York, anticipates an extensive spot and network program campaign, to be set up after the New Party (Wallace's) convention in Philadelphia, July 23-25.

GENERAL ELECTRIC Co. has shipped 5-kw television transmitter to WNAC Boston, where it is expected to be placed in operation sometime this month.

Modern Indians

WHEN INDIANS of Northern Alberta wanted to announce a meeting of all Indians from Northeastern Alberta for early June, they did not start smoke signals or tom-toms going to get the news across. Instead a letter came to CJCA Edmonton from the Cold Lake Reserve asking station to announce forthcoming meeting, and to request all chiefs and councilors to be on hand.

WBZ-FM Increases Hours And Plans Power Boost

EXPANSION of operating schedule for WBZ-FM Boston was announced last week by W. C. Swartley, WBZ manager. Plans call for duplication of NBC network and WBZ local programs from 8:30 a.m. to 10 p.m.

Mr. Swartley also stated that station would increase power to 10 kw early in July. At that time WBZ-FM will move to new location in WBZ Radio and Television Center. A Westinghouse FM-5 transmitter will be used and antenna will be atop new 656-ft. tower used by WBZ-TV. WBZ-FM is on Channel 225, 92.9 mc.

Radio Executives Club Of Boston Being Formed

FORMATION of Radio Executives Club of Boston is now underway using as a model constitution and by-laws of Radio Executives Club of New York. Spearheaded by Nona Kirby, regional sales manager of WLAW Lawrence, Mass., initial steps call for preliminary meeting of Boston radio executives who have expressed interest in the undertaking.

Present plans are reported to include a "first call" mail invitation with actual start of the club set for early September. Headquarters already have been established in Hotel Touraine.

Aids Plotkin

DAVID H. DEIBLER, chief of Transfer Section, FCC Law Dept. Broadcast Division, has been named assistant to the Commission's assistant general counsel in charge of Broadcast Division. He becomes aid to Harry M. Plotkin, presently acting as the Broadcast Division assistant general counsel, and not to Joseph M. Kittner, assistant to Commission's general counsel, as incorrectly reported in BROADCASTING, June 14. Mr. Deibler takes post of Mrs. Hilda Shea who switches to chief of Broadcast Division's FM Section, now called FM Branch under Commission staff realignment and nomenclature change announced fortnight ago.

ONE IS OUTSTANDING*

Any field of enterprise usually has one or more products or services that rank high. Many times these firms are outstanding by reason of quality or uniqueness of service.

We like to feel that **WHHM** is outstanding for this particular reason: For bringing together an attentive audience and advertisers who are alert enough to tie in with the station that delivers . . .

MORE LISTENERS PER DOLLAR IN MEMPHIS

Outstanding also for the volume of business that repeats at the cash register and outstanding for the high list of renewal business—both local and national.

WHHM

The Stand-Out Buy In Memphis, Tennessee

*** Pall Mall Cigarets**

PATT McDONALD, general manager

FORJOE & CO., representatives

YOUR RABBIT FOOT IN ATLANTA

Yes sir! for good sales luck join the smart advertisers who are swinging to WCON in Atlanta. Alert and consistent promotion has secured one of the South's largest listening audiences for your sales message. Call Headly-Reed for availabilities NOW!

250 INTERNATIONAL EVENTS NEWSPICTURE DISPLAYS ARE PLACED IN PROMINENT WINDOWS IN ATLANTA AND WCON'S LISTENING AREA

IN ATLANTA THEY START YOUNG— SEEING AND HEARING WCON PROMOTION

David Sturgis, 3 year old member number 5,127 of the famous WCON "Rabbit Foot Club" is caught in the act of making his daily check of WCON INTERNATIONAL EVENTS NEWSPICTURES in neighborhood Drug Store Window. The picture shows Bing Crosby, ABC and Movie Star, playing Baseball.

This is just one phase of WCON's promotion program to deliver to its advertisers the best listening audience in Georgia! Other activities include Our Own Newspaper, The Atlanta Constitution, Our Own Air, Billboards, The Rabbit Foot Club, Audience Participation Programs, WCON Contest, Special Events Promotions and Transitads.

WCON ATLANTA

THE ATLANTA CONSTITUTION STATION

5000 WATTS 550 KC

Affiliated, American Broadcasting Company

***National Representatives* HEADLEY-REED COMPANY**

COLLEGE BY RADIO

NBC Experiment Begins Today

AS A PART of a vast adult education project combining radio and college facilities, and perhaps eventually television, NBC today (June 21) will launch a controlled experiment in home-study at the U. of Louisville and WAVE Louisville.

Institutions of higher learning are being invited to join NBC and its affiliates in the plan which will provide home-study courses built around network-produced programs, supplementary guidance broadcasts by local affiliates and university stations, and assigned reading. Sterling W. Fisher, manager of NBC Public Affairs and Education Dept., will supervise the project.

Several of the network's top educational broadcasts will be used in the courses, such as *World's Great Novels, University of Chicago Round Table, Living—1948, Public Affairs, Pro and Con, America United, Doctors Today,* The NBC Symphony Orchestra and *Orchestras of the Nation.* Others may be added later.

Results Available in Fall

The Louisville experiment is to start with two network programs, *World's Great Novels* and *University of Chicago Round Table.* Results of the case study will be made available in the fall to NBC affiliates and colleges and universities throughout the country.

Directing the experiment are Mayor Charles P. Farnsley of Louisville, Dr. John W. Taylor, president of the U. of Louisville, and George W. Norton Jr., president of WAVE.

In explaining the course, Mr. Fisher said listeners may register for a course in current events, music, literature, or a like field, at a nominal fee, through a participating university. "The registrant," he said, "will be expected to tune in regularly both to the appropriate network program and supplementary guidance broadcasts. He will submit reports on his listening and on assigned reading. At stated intervals and at the end of the course he will take an examination prepared by the college with which he is registered."

Two Awards

Two kinds of certificates will be awarded for work successfully completed—one for students not interested in or not qualified to seek college degree credits, and the other, involving more concentrated study, for students desiring college credits.

President Taylor said ". . . it is quite probable also that in the not too distant future another sense, that of seeing, can be added to this experience by the use of television."

Endorsement of the project was given by U. S. Commissioner of Education John W. Studebaker, who said "the NBC college-of-the-radio plan will be a great forward step in strengthening and elevating American life."

Mayor Takes Over

MAYOR of Utica, N. Y., turns disc jockey today (June 21) on WRUN Utica when he takes over Helen Blask's *Side Saddle Disc Jockey* show at 2 p.m. Occasion is Utica's 150th anniversary which is being observed with a one week celebration, station reports.

HOOPER STATION LISTENING INDEX
December, 1947—January, 1948

TIME	WSBT	STATION "B"	STATION "C"	STATION "D"	STATION "E"	STATION "F"	STATION "G"
MORNING MON. THRU FRI. 8:00 - 12:00	51.9	7.9	5.1	23.4	3.5	4.5	3.9
AFTERNOON MON. THRU FRI. 12:00 - 6:00	47.3	10.5	7.8	17.5	9.0	2.2	7.4
EVENING SUN. THRU SAT. 6:00 - 10:00	43.7	3.6	7.5	13.6	Signs Off at Local Sunset	5.8	23.9

WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period—among *all* Hooper-rated Columbia stations—WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.

WSBT SOUTH BEND

5000 WATTS
960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

CAB Board Holds Meeting Of Management Group

PRICE MENTION, agency franchises and other business of Canadian Association of Broadcasters will come up at meeting of management committee of CAB board of directors being held in London, Ont., June 22. Meeting follows immediately that of Ontario region member stations at Hotel London, London, Ont., on June 2[illegible] at which price mention will be thoroughly discussed.

Canadian stations will be able to use price mentions for first time on Sept. 1, for a trial period of six months, and various aspects of the problem will be discussed at the Ontario regional meeting. Other regional meetings across Canada are planned during the next month so that adoption of price mentions will meet with approval from listening public, advertisers and stations when it goes into effect.

Women's Ad Club Elects Officers in St. Louis Meet

ANNUAL dinner meeting for the election of officers was held June 7 by Women's Advertising Club of St. Louis. Mary Louise Bohn, home service director of Laclede Gas & Light Co., St. Louis, was elected president for coming year.

Other new officers are Clarissa Start Davidson, feature writer for *Post Dispatch*, vice president; Helen Prange, advertising manager of Selle Jewelry Co., secretary, and Gertrude Pfeffer, partner in St. Louis Crayon & Handle Co., treasurer.

DIFFERENT

THE KID SHOW ALL THE SOUTHWEST IS RAVING ABOUT!

"Daddy Ringtail"

The Most Sensational Kid Show on the Air Today!

... WITHOUT BLOOD-AND-THUNDER

... WITHOUT LOSING ANY JUVENILE APPEAL!

They said it couldn't be done... but with "Daddy Ringtail" WFAA-570 came up with an answer to the kid show critics that was an overnight success.

Here are just a few of the results of its first year on the air:

13,000 "Daddy Ringtail" color books sold on the air in less than 10 days!

Last Hooper topped all kid show competition in town.

An estimated half of the *potential* kid audience listens regularly in Dallas alone.

And the kid show critics are changing their tune. Parents, teachers, ministers have only praise for "Daddy Ringtail!"

NOW AVAILABLE FOR NETWORK OR LOCAL SPONSORSHIP

FOR SALE!

If you are looking for a kid show that's really different and can actually *guarantee*

- **A PROVEN AUDIENCE**
- **PARENTAL SUPPORT**
- **UNLIMITED PROMOTION POSSIBILITIES**

You'll want to know more about WFAA's

"Daddy Ringtail"

FOR FULL INFORMATION WRITE WFAA DALLAS OR CALL YOUR NEAREST PETRY OFFICE.

Station WFAA

DALLAS, TEXAS

820 NBC 570 ABC

TEXAS QUALITY NETWORK

Radio Service of the Dallas Morning News

and WFAA FM

Represented Nationally by EDWARD PETRY *and* COMPANY

LOOKING FOR A RURAL AUDIENCE . . . . . .

OF OVER 2,000,000 RADIO HOMES?

W C K Y Gives You a Responsive Rural Audience . . . . . .

IN 827 RURAL COUNTIES IN 12 STATES!

A Rural Audience Confirmed* by Mail Responses . . . . . .

OF OVER 1/2 MILLION LETTERS IN 5 MONTHS!

* Verified by BMB

INVEST YOUR AD DOLLAR WCKY'S-LY

MAKE YOUR RURAL CAMPAIGN A SUCCESS!

USE WCKY FOR PROVEN RURAL COVERAGE!

LOOK WHAT MR. HERBERT NACHMAN, OF NACHMAN-RHODES, INC., OF AUGUSTA, GEORGIA, SAYS:

"As you know, Lightner's Chicks started using WCKY around the last of January and terminated May 22nd. During that interval our WCKY schedule resulted in the sale of pretty close to ONE-HALF MILLION CHICKS.

"Naturally, we and our client both appreciate the actual sales job which WCKY did. More than that, we appreciate just as much the complete cooperation which you and your staff gave us on this account.

"We certainly hope to be back on WCKY next season with a sizeable schedule."

New York Office:
Thomas A. Welstead
Eastern Sales Manager
53 East 51st St.
Eldorado 5-1127

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

In GOP We Trust?

FOUR YEARS ago, the Republicans, in national convention assembled, adopted a "Free Press and Radio" plank in their party platform. A war was on. Dewey and Bricker had been nominated.

Said the plank in part:

> . . . it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by the war emergency . . . We insistently condemn any tendency to regard the press or the radio as instruments of the administration . . . We need a new radio law which will define, in clear and unmistakable language the role of the FCC.

Three weeks later, the Democrats met in national convention assembled. There was nary a mention of radio freedom. It was ignored in the platform.

So the GOP meets again to nominate and to draft a platform. Will there be a free radio plank? And if there is one, will anything be done about it?

The only manifestation of GOP policy on radio has come in the three versions of the White Bill (S-1333)—the last reported to the Republican-controlled Senate on the eve of the Convention and under the perennial authorship of Majority Leader Wallace H. White Jr., of Maine.

The bill does *not* provide for radio's freedom on a parity with the press. It would hand to the FCC on a silver platter the right to censor radio via regulation of program content upon license renewal.

Democrats voted along with Republicans to report the White Bill, so the onus doesn't fall on the GOP alone. And remember, four years ago, there were not even weasel words about radio freedom in the Democratic platform.

We're not taking sides. We're neither Republican nor Democrat. Based on past performances there's little to choose between them.

We do venture, however, that the party which comes out resolutely and unequivocally for full-fledged freedom for radio will win the unstinted support of those legions who live for, of and by the microphone; who humbly recognize the responsibility they shoulder in their unending crusade for good will among men; who beseech the nation's law-makers to lift them above their half-free, half-slave stigma.

PRESIDENT TRUMAN, on his "non-political" tour, now has lashed out against both newspapers and radio, alleging distortion. Thus he adds the fourth and fifth estates to his crusade against Congress. Certainly this is no way to make influential friends and influence influential people. FDR, his predecessor, and a masterful phrase-turner, used a totally different technique. He attacked the newspapers (which preponderantly were against him) and clutched radio (which had no political opinion) to his bosom. Radio, he once said, could "overtake the half-truths and innuendoes" of the newspapers. We hazard Mr. Truman wouldn't have gone overboard on these media if he had had advisors of the calibre of Paul A. Porter and J. Leonard Reinsch at his elbow.

Stop-Watch Politics

BEGINNING today, Philadelphia is the radio hub of the nation. It will remain so until the Republican national convention nominates its choice as the next President of the United States, and the Democrats follow suit next month.

There are 885 radio and television men covering the convention newswise and technically—the largest force assigned to a single event in radio annals.

The convention is radio streamlined. Unless there's an unforeseen change, the convention at its opening session today will adopt a resolution limiting nominating speeches to 15 minutes, and seconding speeches to five minutes, with a limit of four seconding speeches for each candidate. That is a far cry from the old-fashioned, swash-buckling harangues of other years, when speeches ran without limit.

The political gentry learned long ago that arm-waving and gesticulating didn't get votes via the ether stump. FDR ushered in the mike-straddling "My friends" era. He won four elections—largely by dint of his radio campaigning. Since then, almost all politicians first cultivate the dulcet voice technique.

Now, with television, good looks along with the melodious voice will figure in the vote-swaying. The conventions this year will bring out the best-groomed crop of delegates of all time.

Radio can take a bow for delivering the radio and TV audiences from the ordeal of unrestricted speech-making and uncontrolled demonstrations.

Sell the Seller First

SHIRT-SLEEVE selling among the competitive advertising media is proceeding full-tilt. Newspapers and magazines are bellowing their greatness. Radio, competing within its own ranks because of the doubled AM station population, the introduction of FM and the presence of TV in more and more markets, also must battle the foot-selling and the grandiose presentations of the opposition media.

And the advertiser sits on the side-lines, enjoying the benefits of this first orgy of pressure selling in many a year. He bemoans the high cost of all media. As a prudent businessman, he is out to get the maximum for his dollar and is waiting to be sold.

Some far-sighted broadcasters saw this situation coming. They devised the All-Radio Presentation Plan, unfolded at the NAB convention in Los Angeles last month. It was well received. Upwards of 100 stations had subscribed with nearly $100,000 of the $200,000 goal committed. The newspapers alone plan a $1,000,000 war chest, and the national magazines probably an amount in excess of that.

Since the Los Angeles presentation of the "Radio has been strangely silent" theme, we've heard disconcerting reports from the radio hinterland. Station owners are wondering whether a 25-40 minute color film designed to tell the story of radio's effectiveness, isn't geared more for the larger markets and the national accounts.

The Plan, from where we sit, needs better selling. The goal is to broaden radio's advertising base; to add new customers locally, regionally and nationally. That job should be done at the upcoming NAB district meetings by the most formidable team that can be assembled. Before the effort is made to sell the new customer on radio's sales and merchandising prowess, let's make sure the broadcaster is not only sold but is also inspired.

Our Respects To—

THOMAS D'ARCY BROPHY

ON AUG. 23, 1933, in his 39th year, Thomas D'Arcy Brophy, now president of Kenyon & Eckhardt Inc., New York, and newly-elected chairman of the board of American Assn. of Advertising Agencies, was caught in a tragic automobile accident. He never saw daylight on his 40th birthday.

Blinded and seared, he suffered 13 major operations over a period of 18 months before he regained the use of his eyes. Yet, despite his months of groping in darkness, Mr. Brophy never faltered in the deeper sight that goes by the name of vision.

Putting his adversity to practical use, Mr. Brophy, then vice president of K & E, seized on his confinement to embark on a thorough and scientific study of radio. For two years he listened to every program on the air, charting each for quality and effectiveness, studying trends, forecasting developments, seeking meanings, and devising formulae, and generally saturating himself with radio.

When, in 1935, he returned to Kenyon & Eckhardt, he took with him from his sick-bed this heightened knowledge of the medium—a knowledge that helped win for him the presidency of the firm only three years later.

Mr. Brophy was born in Butte, Mont., on Oct. 18, 1893. He went to school in Butte, got an A.B. degree from Gonzaga College, Spokane, in 1912. While there he was editor-in-chief of the *Gonzaga Magazine*, a literary publication. He received his B.S. in architecture at Massachusetts Institute of Technology in 1916. Shortly before he graduated Mr. Brophy was chairman of the undergraduate committee in charge of the transfer of the then Boston Tech, which moved to Cambridge and became M. I. T.

Ralph Adams Cram, architect, was general chairman of the same committee. After graduation Mr. Brophy joined Mr. Cram's firm, Ralph, Adams & Cram, as a general architect. He remained in that capacity for a short time and then joined the Army during the first World War as a second lieutenant in the coast artillery.

At the end of his two-year war service he was discharged as a major, and returned to Butte. There he joined the Anaconda Copper Co. and was sent to the company's New York office to organize sales promotion and research and to develop new uses for copper and brass. Two years later Anaconda bought American Brass Co., and Mr. Brophy became sales promotion director of all of Anaconda's manufacturing. In 1923 he was named vice president of the Anaconda Sales Co.

Six years later he switched firms and

(Continued on page 50)

WHO IS LISTENING? **Facts in radio are as important as facts over radio.**

WOV knows who is listening.
WOV knows where they live and shop.
WOV knows what they earn and spend and what they like and dislike.
WOV knows their age, sex and buying habits.
WOV knows how many have telephones and the average size of their families.
WOV knows how they live today and what they plan for tomorrow.

Say goodbye to costly guess-work and program experimenting. Get the facts on 5 AUDITED AUDIENCES today. See how *you* too can take the guess out of buying. It pays to know...

WOV's 5 AUDITED AUDIENCES

Ralph N. Weil, General Manager, The Bolling Company, National Representative

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

LANDRY LEAVES CBS PROGRAM BOARD POST

CBS indicated last week that post of secretary to the network's program board, vacated by abrupt departure of Robert J. Landry on June 11, will not be filled. The network confirmed Mr. Landry's leaving with terse statement that he is "no longer with CBS."

Mr. Landry

Mr. Landry himself was more informative. He said his exit from the network was "invitational" and the climax of a "feud" of long standing, presumably over network program policies and planning.

Mr. Landry joined CBS in December 1942, as director of the division of program writing. Among the many shows he supervised were the full-hour *Studio One* dramatic series and *Columbia Workshop*. Before joining CBS Mr. Landry spent 12 years on the staff of *Variety*, becoming its first radio editor. He is the author of *This Fascinating Radio Business*, published in 1946 by Bobbs-Merrill.

Mr. Landry said his withdrawal from CBS was so sudden that his plans for the future were not yet solidified.

True Named Manager At WMOH Hamilton, O.

APPOINTMENT of Joseph E. True as general manager of WMOH Hamilton, Ohio, has been announced by The Fort Hamilton Broadcasting Co., owner and operator.

Mr. True joined Fort Hamilton Broadcasting in June of 1944 and two months later when WMOH went on the air became commercial and promotion manager. Before entering radio, Mr. True was assistant to the advertising manager of a local newspaper.

WMOH is on 1450 kc with 250 w. It is a Mutual affiliate and has an FM operation which is scheduled to go on the air the end of this month. Studios and offices are in the Second National Bank Bldg.

Respects

(*Continued from page 48*)

joined another copper and brass manufacturer, Revere Copper & Brass, as vice president.

He remained with Revere through the stock market crash of 1929. The company's agency was the then young Kenyon & Eckhardt firm, and in 1931 Mr. Brophy joined the agency as a vice president. He has been associated with it ever since. In 1938 he was named K & E president.

K & E has among its impressive list of clients such radio veterans as the Borden Co. (*County Fair* and *Your Song & Mine*, and *Al Schacht* on television); the Ford Motor Co. (*Ford Theatre of the Air*); Kellogg Co. (*Breakfast In Hollywood* and *Galen Drake*); Wesson Oil & Snowdrift Sales Co. (Paul Whiteman and Noel Webster); Chesapeake & Ohio (*Information Please*), Richard Hudnut (spot campaign) and White Rock Corp. (spot announcements).

During the past 10 years Mr. Brophy has devoted himself to many civic and patriotic functions aside from being one of the driving forces within AAAA. He is an active member of the Advertising Council and president of American Heritage Foundation, which is sponsoring the Freedom Train, a director of National Outdoor Adv. Bureau and a member of the Corp. of Massachusetts Institute of Technology. During World War II he was director and chairman of public information of the USO, and director and member of the executive committee and chairman of the public information committee of the National War Fund.

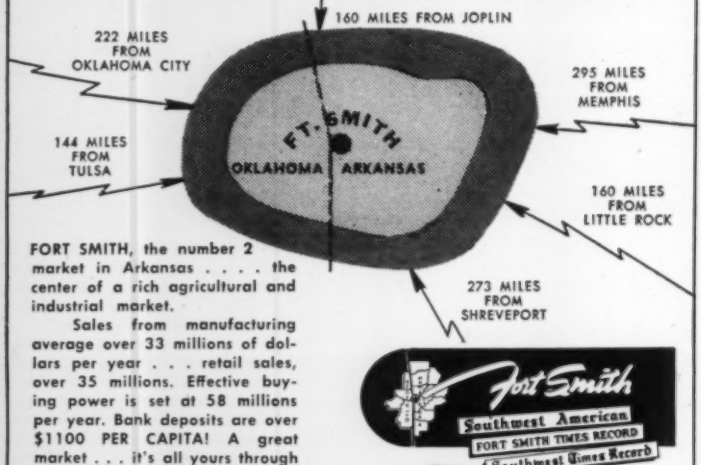
In 1947 Mr. Brophy was appointed an honorary commander of the Order of the British Empire. In 1948 he was awarded the Gold Medal for Americanism by the American Legion, Wall St. Post.

The Brophys—she is the former Jessie Stewart Milligan—will celebrate their 24th wedding anniversary on Oct. 9. They have two daughters, Cynthia Ann and Joan Shelia. Their only son, Thomas D'Arcy Jr., Ensign USNR., was killed a few weeks before V-J Day when the Japanese torpedoed the Cruiser *Indianapolis* on which he was serving.

Mr. Brophy is a member of the following clubs: University, New York, Technology of New York (of which he was president from 1925 to 1929), Chi Phi, Scarsdale Golf, Fox Meadow Tennis, Boulder Brook, American Yacht, Shenoroch Shore.

The Brophys live in Scarsdale, N. Y.

KFSA delivers a market that can't be covered from OUTSIDE FT. SMITH!



FORT SMITH, the number 2 market in Arkansas . . . . the center of a rich agricultural and industrial market.

Sales from manufacturing average over 33 millions of dollars per year . . . retail sales, over 35 millions. Effective buying power is set at 58 millions per year. Bank deposits are over $1100 PER CAPITA! A great market . . . it's all yours through KFSA . . . Fort Smith.

Fort Smith Southwest American FORT SMITH TIMES RECORD Southwest Times Record

KFSA 950

FORT SMITH ARKANSAS

AMERICAN BROADCASTING COMPANY AFFILIATE

KFSA/fm—107.7 Megacycles, Channel 299

REPRESENTED NATIONALLY BY

TAYLOR • HOWE • SNOWDEN *Radio Sales*, INC.

Management

MATT GETTINGS, former news editor and program director of WJNO West Palm Beach, has been appointed manager of WEAT Lake Worth, Fla. He succeeds **FRANK KNUTTI**, resigned.

ROBERT A. MORROW, formerly with KTOP Topeka, Kan., has been appointed general manager of WLOG Logan, W. Va. Mr. Morrow was formerly associated with MBS.

JACK RATHBUN, former manager of WJVB Jacksonville Beach, Fla., has joined WORZ Orlando, as assistant manager. Mr. Rathbun has done freelance sportscasts in Florida, and was with WJHP Jacksonville for two years as program director and WCOA Pensacola, as sales and general manager for four years. He served as secretary - treasurer of Florida Assn. of Broadcasters before going to Arkansas, where he acted as director during organization of Razorback Network there. He also did advertising work with Lesan-Carr and Hanson Adv. agencies in 1925-26.

Mr. Rathbun

HOYT ANDRES, program manager of WKY Oklahoma City, has been appointed administrative assistant.

Dark Horse?

AMONG the write-in votes cast recently in Richmond's election for a council were Harry S. Truman—one—and Calvin T. Lucy—one. Mr. Lucy is general manager of WRVA Richmond and its FM and TV affiliates.

CLINT FARIS, assistant station manager of WGTM Wilson, N. C., has been granted leave of absence to organize and train staff of WMRA Myrtle Beach, S. C., new 250-watter owned and operated by Myrtle Beach Broadcasting Co.

JACK (Heinie) BUNDY has been elected general manager of WMAW Milwaukee. Other officers named to one-year terms are: **CLIFFORD RANDALL**, re-elected president; **RAY C. BORCHERT**, vice president-treasurer; **WILKE M. ZIMMERS**, secretary, and **RAY H. HOST**, assistant secretary and treasurer.

DON SEARLE, ABC Western vice president, is currently on three week vacation. **FRANK SAMUELS**, ABC Western sales manager, is in charge during his absence.

BOB BINGHAM, former general manager of WGAI Elizabeth City, N. C., has joined WCNC Elizabeth City, as general manager. He formerly was with NBC, CBS and WMCA New York, and during war was program director of Overseas Branch of OWI.

Mr. Bingham

ALBERT H. (Jack) KELLY has resigned as general manager of WCOL and WCOL-FM Columbus, Ohio, effective July 1. He has not announced future plans. He formerly was with WTAM Cleveland and WCAH Columbus.

KARL F. STEINMANN Law Offices, Baltimore, has moved to Tower Bldg., fifth floor. Telephone: Lexington 3121.

HARRY WITT, assistant general manager of CBS Western Division, is in New York for conferences with network television officials prior to resumption of FCC hearings on San Francisco applications in Washington later this month.

LEE LITTLE, manager of KTUC Tucson, Ariz., has been elected president of Tucson Sunshine Climate Club.

JOHN D. KEATING, general manager of KPOA Honolulu, has returned to the islands after attending NAB Convention in Los Angeles, and completing other mainland business for the station.

A. J. HOPPS, assistant manager of CFRN Edmonton, has been elected chairman of Advertising and Sales Club of Edmonton Chamber of Commerce.

P. A. SUGG, manager of WKY Oklahoma City, has been named an honorary member of Oklahoma 4-H Clubs.

This Great 4-State Market in the Palm of Your Hand

Reach It With **ONE** Station **ONE** Cost, **ONE** Billing

What makes it a great market? More than eight million people who live and work and *listen* in this primary steel-and-coal belt of the nation. More important, *they spend Four and One-Half Billion Dollars Annually.* You can have the bulk of this potent sales market with *one* station, *one* cost, *one* billing—with WWVA, the station with the friendly programming that reaches the hearts of these people who have the power to buy. Your Petry man has the details; ask him today!

WWVA has guaranteed bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

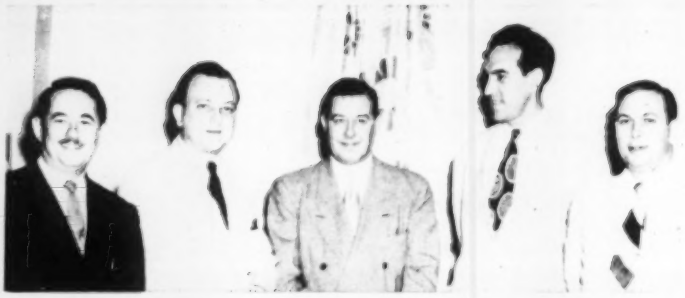
McFadden Named Manager of WNBC

THOMAS B. McFADDEN, who joined NBC as a page in 1934 and worked his way through the ranks until he became assistant manager of WNBC New York a year ago, has been named to succeed James M. Gaines as manager.

Mr. Gaines, who announced the appointment last week, has resigned to devote his full time to other network executive posts. He is director of NBC owned and operated stations, and assistant to Harry C. Kopf, administrative vice president in charge of sales and station relations.

Mr. McFadden, after breaking in as a page, became a writer in the NBC New York newsroom in 1935. In 1938 and 1939 he served as news broadcaster for WGY Schenectady and WRC Washington, NBC outlets. Serving in the Army and Navy from Dec. 7, 1941 to 1945, Mr. McFadden returned to NBC following his discharge, and resumed his duties in the newsroom until named news and special events director of WNBC in 1946. He is 31 years old.

A COMPREHENSIVE, 28-page supplement on television and radio which appeared on Sunday, June 13, in "New York Times," carried 35 995 lines of industry advertising.



ATTENDING meeting of Louisiana Assn. of Broadcasters at Alexandria June 12 were (l to r): Paul Goldman, manager of KSYL Alexandria; James E. Gordon, general manager, WNOE New Orleans and LAB president; Henry W. Slavick, general manager, WMC Memphis, NAB district six director; Fred Ohl, station director, KALB and KALB-FM Alexandria, and Willard L. Cobb, general manager, KALB and KALB-FM.

* * *

LAB MEETING

Code Adoption Urged By Slavick

HENRY W. SLAVICK, general manager of WMC Memphis, Tenn., and Sixth District director of NAB, urged members of the Louisiana Assn. of Broadcasters to adopt into practice all provisions of the NAB Code. Mr. Slavick spoke at an LAB meeting June 12 in Alexandria during which he brought out highlights of the NAB convention in Los Angeles.

A detailed discussion of the NAB Code was given by Henry Clay, general manager of KWKH Shreveport, La., who pointed out industry-wide plans to "police" broadcasting by broadcasters themselves.

An appeal was presented by Brig. Gen. Raymond F. Hufft, adjutant general of Louisiana, for cooperation in boosting enlistment in the armed services.

Another speaker, J. D. Bloom Jr., chief engineer of WWL New Orleans, predicted that while television and FM are the "glamour girls" of today's radio picture, standard radio will have to "foot the bill' for their development.

Harold Wheelahan, general manager of WSMB New Orleans, covered highlights of the NAB convention and termed it "the best convention in 20 years." He praised NAB officials for their handling of convention details and stressed "the wonderful accomodations and services rendered broadcasters by Los Angeles hotels."

A survey of rural Louisiana radio listening habits and preferences, to cover some 125,000 homes, was discussed by Roy Dabadie, general manager of WJOB Baton Rouge. Mr. Dabadie said the poll would be made by Louisiana State U. graduate students later this year.

Fred Webber, general manager of WDSU New Orleans, discussed general problems facing broadcasters and James E. Gordon, general manager of WNOE New Orleans and president of LAB, presented a report on the current legislative session.

Mr. Gordon called another meeting for August in Baton Rouge to elect officers.

Willard L. Cobb, general manager of KALB Alexandria was host to the meeting.

'Singin' Sam'

HARRY (Singin' Sam) FRANKEL, 59, died June 12 of a heart attack at Richmond, Ind. Mr. Frankel started in radio at WLW Cincinnati where he was billed as "Singin' Sam, the Lawnmoor Man." Real fame came a short time later when he was known to millions as the "Barbasol Man."

First thing in the morning?

● Here's a sight that time buyers seldom see... the harried head of the conductor of an early program almost buried behind a mountain of morning mail. Don Gabriel, producer of *By Dawn's Early Light*... across the board at WJW... has proven so popular with listeners that his program has been extended another 15 minutes — from 7:45 to 8:00 A. M.

This new segment of *By Dawn's Early Light* also should prove popular with some aggressive manufacturer who wants added coverage in the great Cleveland market.

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Commercial

LEO HOWARD, member of sales department of WKY Oklahoma City, has been appointed sales manager.

BERNIE FREEMAN has been appointed sales manager of branch office in Barre, Vt., of WSKI Montpelier, Vt.

EDWIN FISHER, sales promotion manager of KMOX St. Louis, and BEN WILSON, continuity director of that station, have joined station's sales staff. GIL JOHNSTON, former salesman of KMOX, has joined CBS Radio Sales in Chicago.

CHARLES MANGANO, with NBC International Div. since 1942, has been named supervisor of traffic of that division. He succeeds EARL HARDER, who has joined WNBC New York, as program and sales service manager.

ALFRED LARSON, formerly with George B. Hollingbery Co., New York, has joined WDRC Hartford, as time salesman. He succeeds the late G. ARTHUR PETERSON.

F. M. Reps Inc., New York and Los Angeles, has been retained as national representative by Radio Diablo Inc., operator of KSBR San Bruno, Calif., according to O. H. Brown, president.

HAL LEVY, former advertising director of "Yonkers Herald Statesman" and sales director of WFAS White Plains, and TOM DELANEY, former account executive of WHOM New York and WWRL Woodside, N. Y., have joined sales staff of WMCA New York.

FRANK SAMUELS, ABC western sales manager, is the father of a girl, born June 11.

WGYN (FM) New York has increased its rates in 6 p.m. to 10 p.m. weekdays and Sunday period and 6 p.m. to midnight Saturday period, effective July 15. Rates for one hour, ½ hour and ¼ hour have been doubled, with spot announcements and special features going from $6 to $10.

CLARK-WANDLESS Co., New York, has been appointed exclusive U. S. representative for Emisora Claridad, stations HJDP and HJDQ Medellin, Colombia and for WKJB Mayaguez, P.R.

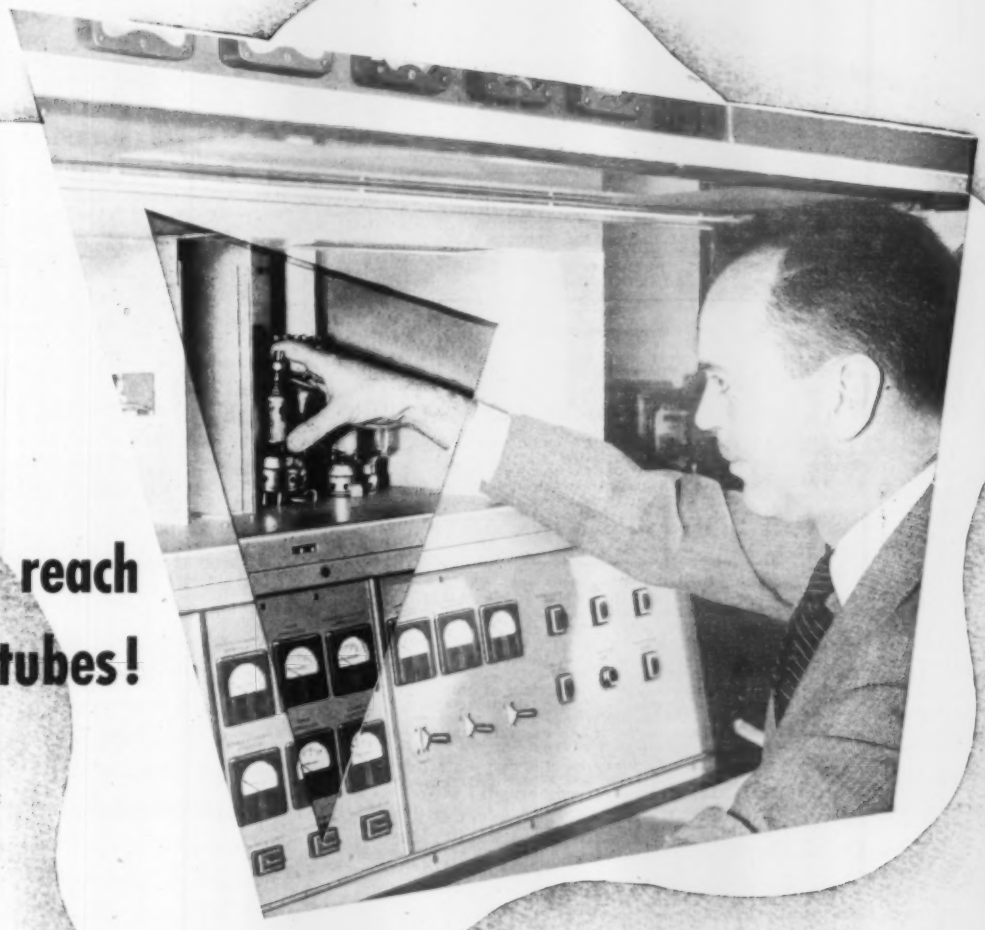
2 LONDON AGENCIES FORMING N. Y. BRANCH

COMBINING of forces of S. H. Benson Ltd. and Mather & Crowther Ltd., both top London advertising agencies, to form Benson & Mather Inc. as a joint New York branch of the firms, was announced last week.

To be opened officially on Sept. 1, the branch is temporarily located at 17 E. 49th St., under the direction of David Ogilvy, director of research of Mather & Crowther. An American agency executive will be appointed president in the fall, Mr. Ogilvy said last week.

Accounts handled by the parent agencies include American Overseas Airlines, American Tobacco Co., Austin Motors, Bovril, Canadian National Railways, Colman S. Mustard, Guinness, Kodak, Kolynos, Lea & Perrins, Lever Brothers (part), Linguaphone, Lloyds Bank, Ronson, Savoy Hotel, Shell, Johnnie Walker and Wrigleys.

"It is symptomatic of the spirit of the times in England that these two British agencies, which are keen competitors in the home market, should join forces to help increase the dollar earnings of British exporters," Mr. Ogilvy said.



"finger-tip" reach for all tubes!

. . . in the Westinghouse FM-3

Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them . . . you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space . . . in the upper right-hand compartment . . . is also within "finger-tip" reach.

This is another of the many important elements . . . found in all Westinghouse FM transmitters that protects your investment . . . simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you . . . or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features . . .

- **Only one control to adjust output power**
- **All key circuits contained in two drawer-type chassis**
- **FM-3 is complete driver cubicle for FM-10 and FM-50**
- **R.F. voltmeter indicates transmission-line volts**
- **Glass-insulated wire with a lead sheath***

This service . . . anywhere!

. . . on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive

J-02149

Mr. M. Brasseur can help you in the Midwestern area. It's his job to work with your Westinghouse transmitter salesman in helping you with all of your broadcast problems . . . from planning to operation. Mr. Brasseur, one of several Westinghouse electronic sales engineers, has had wide experience with Westinghouse since 1925. The last twelve years he has specialized in broadcast and communications sales engineering . . . now supervising all Westinghouse broadcast sales activities in the Midwestern area.

FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Production

DAVID V. R. STICKLE, with program department of WMAR-TV Baltimore, has been named assistant director of WMAR-TV television films. He formerly was reporter with "Cleveland News," joining Baltimore "Sun" in 1942. During war he served as combat officer and later with Gen. MacArthur's press section in Tokyo, returning to the "Sun" after discharge.

DOROTHY ADEN, former continuity writer for WINS New York until she joined Sun Dial as television director a month ago, rejoined WINS last week as continuity director. **NADINE LANTAY,** formerly with WKY Oklahoma City, also has joined station's continuity department.

N. RAY KELLY, former administrative assistant to director of NBC Television Operations, has been named assistant to director of the network's newly-formed Television Feature Service [BROADCASTING, June 7].

PAUL BRAWNER, production director of WKY Oklahoma City, has been appointed program manager.

THAD SANDSTROM, promotion manager of KTOP Topeka, Kan., also has assumed duties of continuity director.

JOHN MARIANI, former chief announcer with WENC Whiteville, N. C., and WGAT Utica, N. Y., and **GEORGE THOMAS,** previously with WGH Norfolk, Va., have joined announcing staff of WAVZ New Haven, Conn.

PETER MARTIN, former NBC associate script editor, has been named to a similar position for script and program promotion division of ABC.

JACK HENRY, formerly with WRC Washington, has joined WOL Washington, as summer relief announcer.

MARIAN MUCKLEY, former continuity writer of WAND Canton, Ohio, has joined WWVA Wheeling, W. Va., as continuity director.

BETTY SCHMIDT, former copy director of KYA San Francisco, has joined continuity staff of KXLK Great Falls, Mont.

ROY DAHMER, announcer at CFPA Port Arthur, Ont., has been appointed program director, succeeding **EDISON GUNN,** who has left for a summer music course at Toronto. **JOHN McKAY** and **BRUCE MARSH,** graduates of Academy of Radio Arts, Toronto, have joined announcing staff, as has **CARL MURPHY,** formerly of CKFI Fort Frances, and CFCO Chatham, Ont.

Breneman Fund

LAST year Tom Breneman, late m.c. of "Breakfast in Hollywood," donated ten lots in Encino, Calif. for construction of a community center there. This year Encino Chamber of Commerce has established a Tom Breneman Memorial Fund to raise funds for construction of the project he started. Appeals are being made through radio, newspaper and direct mail for the $100,000 needed, in drive that started June 19.

TED LINGO, announcer at WTOP Washington, is the father of a girl, Robin, born June 15.

LES BARRY, announcer, producer and m.c. at WBEN Buffalo for four years, has resigned to take his young son to West Coast for his health.

JAN FORSHAY, former director of children's programs of WGPA Bethlehem, Pa., has joined ABC New York, where she will appear in various dramatic programs, including "My True Story."

ANN MILLER, formerly of Conde Nast Publications, has joined WSAV Savannah, Ga., as head of copy department.

CHARLOTTE HALE also joined copy department and **JOSEPH A. KAVANAGH** joined station as announcer.

JOSEPH GADALETO, using air name of **GENE DeMARCO,** formerly with WMFR High Point, N. C., and WJIM Lansing, Mich., has joined announcing staff of WJAX Jacksonville, Fla.

FREDERICK T. WEHR and **WILLIAM JABINE 2nd** have joined WMAR (TV) Baltimore, as directors-commentators. Both are currently working in the production of daily "Sunpapers Television News." Sunpapers is licensee of WMAR.

ROBERT CAMPBELL, formerly with NBC, Hollywood, KFI and KWIK Los Angeles, has joined KMPC Hollywood announcing staff.

NORMAN PAUL has resigned from script staff of CBS "Danny Thomas Show" to join that of NBC "Dennis Day Show." **MAC BENOFF,** formerly with CBS "Baby Snooks Show," replaces him.

BILL FALKNER, formerly of CFPA Port Arthur, has joined announcing staff of CKCR Kitchener, Ont.

CHARLES VASSAR has joined WGKV Charlestown, W. Va., where he will handle "Falls City Dancing Party" show and act as staff announcer.

DAVE STASHOWER, formerly with WGAR Cleveland, has joined continuity staff of WJMO that city.

FRANK M. KURTZ, continuity writer of KGVO Missoula, Mont., has been promoted to continuity chief.

HELEN MORRIS, member of program department of WIBG Philadelphia, and William Rowan were married June 5.

HAZEL KENYON MARKEL, director of community service, education and public relations of WTOP Washington, has been awarded a citation from U. S. Marine Corps, Division of Reserve for "cooperation and assistance rendered in fostering and promoting interest in activities of Marine Corps Reserve as an integral part of the Defense Establishment."

CAPT. GERALD TATE, combat veteran and writer-producer with Army's Radio & Television Section, is being separated from Army this week. He wrote the MBS "Campus Salute" show while stationed in Washington.

DUANE ELLETT, announcer at WHO Des Moines, is the father of a boy.

PAUL SKINNER, announcer at WTMJ Milwaukee, has received an award from Milwaukee Come Back Club for "his imagination in creating a radio program about them."

FRANK ROWLAND, announcer at WWJ Detroit for five years, and formerly with WTOL Toledo and WTCM Traverse City, Mich., has resigned to teach at Cranbrook School of the Theatre.

ALLAN DAVIDSON, sportscaster of CFPA Port Arthur, has joined announcing staff of CKRM Regina.

GARRY MOORE, m.c. of ABC "Breakfast In Hollywood," will assume editorial duties as editor of "Tom Breneman's Magazine" effective with September issue.

MRS. FRANK RYAN, production department of CFRA Ottawa, and wife of owner, was elected convenor of entertainment and hospitality committee of Women's Advertising Club of Ottawa at recent annual meeting.

Zenith Files Suit

ZENITH RADIO Corp., Chicago, filed suit last week in Federal Court against Admiral Corp. and Continental Can Co., charging that Admiral "copied, imitated and appropriated" the "Zenette" portable radio design. Continental Can makes the plastic radio cabinets. Zenith asks an injunction. The suit also charges unfair competition, and alleges the public is being deceived.

Telefilm Inc. Buys Sunset's Property

DEAL for Sunset Radio Center, Hollywood, was consummated last week between J. Frank Burke Sr. and Joseph Thomas for sale of property to Telefilm Inc. for $340,000 in stock of latter firm plus $100,000 in cash. All told building contains approximately 26,000 square feet.

Building at 6000 Sunset Blvd., Hollywood, will be known as Telefilm Center and will be used for its studio facilities as starter according to Mr. Thomas, Telefilm president. All leases with tenants will be honored, he stated, and further, that effort would be made to house operations concerned with television as matter of future policy.

Sale of building will mean that J. Frank Burke Sr. will become holder of 34,000 shares of stock in Telefilm Corp. Total stock outstanding is 150,000 shares, according to Mr. Thomas.

Effective July 1, Telefilm will shoot some of its film in the studios of the building and its radio recording facilities will be enlarged with addition of film recording equipment. In addition, studios will be adapted to live video presentations.

Contract with CBS for use of the 300 seat audience studio will remain in effect, with contract understood to extend through November of this year. Beyond that Mr. Thomas said it was possible that CBS might continue to lease the facility.

Telefilm will also continue to occupy its present space at 6039 Hollywood Blvd.

TWO GENERAL MILLS ABC SHOWS DROPPED

GENERAL MILLS announced cancellation last Monday of *Famous Jury Trials* and *Green Hornet*, ABC dramatic programs, effective Sept. 1.

Sponsorship of the first quarter-hour of ABC's *Breakfast Club* beginning Aug. 16 for 52 weeks is expected to counteract these cancellations. Product to be promoted, Kix (corn cereal), was shifted recently from Dancer-Fitzgerald-Sample to Tatham-Laird, Chicago [BROADCASTING, June 14].

Decision that directly competitive products should not be handled by same agency was made by General Mills officials "several months ago," according to C. S. Samuelson, manager of grocery products advertising. Several account shufflings have taken place since that time.

"The net result is to give agencies from whom products have been switched total General Mills billing exceeding that in effect prior to the time of the switch," Mr. Samuelson said. "It also enables the company to obtain the benefit of independent operations on competitive grounds."

GOOD LISTENIN'
MAKES GOOD READIN'!

Miami Hooper - December through April
It's the Same Sweet Story - WIOD first...
Right down the line!

All WIOD programs are now duplicated on WIOD-FM
Sign On To Sign Off!

WIOD
FIRST IN MIAMI

National Representatives,
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

if YOU HAVE THIS ON YOUR MASTER ACETATE

YOU GET THIS ON YOUR ALLIED PRESSING!

Allied for full fidelity reproduction

Silver nitrate processing of superior quality...

Genuine "Vinylite" brand plastic pressings...

Non-flexible phonograph records handled specially for speedy delivery

RADIO DISC

ALLIED RECORD MANUFACTURING CO., INC.

1041 N. Las Palmas Avenue, Hollywood 38, California • HOllywood 5107

WWOD
Lynchburg's First Regional Station
SERVING THE RICH CENTRAL SECTION OF
Virginia
The heart of the prosperous Central Section of Virginia is Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask The Walker Company.
Affiliated with MUTUAL
1000 WATTS • 1390 KC
JACK WELDON, Manager
Owned and Operated by
OLD DOMINION BROADCASTING COMPANY
LYNCHBURG, VIRGINIA
NATIONAL REPRESENTATIVE THE WALKER COMPANY

KTUL
TULSA
John Esau
Vice President & General Manager
Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

MOSCOVICS LAUDS TV AT BOSTON AD CLUB

GEORGE L. MOSCOVICS, commercial manager of CBS television, presented strong arguments for television speaking at a meeting of the Advertising Club of Boston Inc. One of the more salient points brought out in Mr. Moscovics' talk June 1 was the 800% increase in commercial sponsorship since the beginning of 1948.

Many records were cited during Mr. Moscovics' talk, including Hooper Tele-ratings that brought out the effectiveness of TV commercials, the high number of viewers per set and the phenomenal growth in the number of sets installed. These facts, he said, all play their part in giving the advertiser his money's worth.

Mr. Moscovics pointed out that TV's greatest strength lies in its ability to cause viewers to identify themselves with the commercial message, and that only TV, among all other media of general circulation, makes possible demonstration of products in actual use.

Harold E. Fellows, general manager of CBS in New England and WEEI Boston, president of the club, presided. Among head table guests were W. C. Swartley, WBZ Boston general manager, and Linus Travers, executive vice president, Yankee Network.

Friendly Group Meeting Held at Atlantic City

MEETING of Friendly Group stations was held June 19-20 at Atlantic City. Session was opened by John Laux, president of Friendly Group, and Irving F. Teetsell, general manager WFPG Atlantic City, outlined the program.

Sales, programming, engineering and management conferences were held. Group also was taken to site of new WFPG tower. Several recreation events were held, including a luncheon and beach party.

Friendly Group stations include WFPG; WSTV Steubenville, Ohio; WPIT Pittsburgh, and WKNY Kingston, N. Y.

Turntable

COLUMBIA RECORDS Inc. has established childrens Artists and Repertoire Dept. under direction of **BEN SELVIN**, director of Artists and Repertoire of Popular Records Div. Foreign Language Div. Artists and Repertoire Dept. has been transferred from Masterworks to Popular Div., under direction of **MITCHELL AYERS**, music director in Popular Div.

RCA VICTOR, Camden, N. J., is making initial shipments of its new portable dual-speed record and transcription player, featuring new design embracing use of two motors operating independently for accurate speed control.

GENERAL ELECTRIC Co., Receiver Div., Syracuse, N. Y., has announced new tone arm No. UPA-002, equipped with GE variable reluctance cartridge, for playback of 10 and 12-inch records, and new transcription arm, Type FA-21-A, for professional use.

Technical

PAUL E. LEAKE, former West Coast consulting engineer, has been appointed director of engineering to handle technical operations and expansion program for facilities operated by **LINCOLN DELLAR**. Present Dellar-owned stations include KXOA and KXOA-FM Sacramento and KXOB Stockton, Calif.

JACK IKNER of engineering staff of WGTM and WGTM-FM Wilson, N. C., has been appointed assistant chief engineer.

LOUIS SUMNER BOOKWALTER, chief engineer at KOIN Portland, Ore., has been named director of engineering for KOIN and KJR Seattle, both owned by Field Enterprises Inc. He joined KOIN in 1931 after having served with RCA; chief engineer with WOE Palm Beach, Fla.; two years with NBC in New York, and division engineer with CBS New York from 1929 to 1931. He has made many contributions to broadcast engineering including design of pre-set channel switching system now widely employed by networks, and design of

Mr. Bookwalter

first 5-kw transmitter employing high level Class B modulation with all AC operation. He also has served on NAB engineering committees.

JULIUS M. VETTER, EDWARD J. HARPER, and **WILLIAM USSLER** have joined technical staff of WCAU Philadelphia. Mr. Vetter, formerly with International Broadcast Div., U. S. State Dept., has been assigned to WCAU-TV-FM transmitter. Mr. Harper has joined television group, and Mr. Ussler, formerly with WPTZ Philadelphia, is vacation relief technician.

VIC BOCHENCKO, former design engineer of Noblitt-Sparks Industries, Columbus, Ind., has joined technical department of WCSI (FM) Columbus.

ROBERT KAYLOR and **WILLIS MARSHALL** have joined WOAK(FM) Oak Park, Ill., as engineers.

AMPEREX ELECTRONIC Corp., Brooklyn, N. Y., has announced Amperex 492 and 492-R high frequency water cooled and air cooled triode amplifier and oscillator tubes. Maximum rating of 5 kw plate dissipations applies up to frequency of 150 mc. The 492-R radiator is capable of dissipating full power with air flow of 170 cfm. The 492 anode is capable of dissipating 5-kw of power with water flow of 3-5 gallons per minute.

HARLAN EGAN, ERWIN GFELLER and **CHARLES SCHMIDT** have joined WHO Des Moines, as control room engineers. **CARL DUNCAN** joined WHO-FM as transmitter engineer.

B. J. PITTS has joined WMAQ Chicago, as transmitter engineer, and **CHARLES RILEY** joined as maintenance engineer.

GEORGE WATSON and **MELVIN HOSEL** have joined engineering staff of KLZ Denver.

JOHN GIBSON, control operator of CKY Winnipeg and **JOANE AITKEN** of commercial department of CKY, have announced their marriage.

KENNETH J. GARDNER, technical supervisor of WHAM and WHFM Rochester for 22 years, has been elected chairman of Rochester section of Institute of Electrical Engineers for 1948-49.

Episcopal Church Plans Series on Full Mutual

AS a means of encouraging increased church attendance, the Episcopal Church will sponsor dramatic series, *Great Scenes From Great Plays*, on the full MBS network beginning Oct. 1, it was announced last week.

The programs, to be heard Fri. 8-8:30 p.m., will not necessarily be confined to religious themes. First presentation will star Walter Hampden in "Cyrano de Bergerac." Mr. Hampden will appear regularly as "host" on the series.

The contract, for 52 weeks, was placed by H. B. Humphrey Co., New York agency.

U. S. ARMY Recruiting Service on June 1 started "So Proudly We Hail" on fourth Los Angeles station, KFVD. Program currently aired on KMPC, KFI, KGFJ.

FM Channel Changes

AMENDMENT of FCC's revised tentative allocation plan for Class B FM stations was ordered last week by the Commission to delete Channel 227 (93.3 mc) at Hazleton, Pa., substituting Channel 250 (97.9 mc), and to switch Channel 274 (102.7 mc) from Sumter to Florence, S. C.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522
Gates Radio Company Quincy Illinois

"Real quality!"

"Boy... some increase!"

At the show, they know...

"That's a lot of stations to sign in three years!"

Lots of radio folks stopped in to see us at the NAB Convention in Los Angeles... we had a little display in one of the rooms – nothing elaborate, but some charts that gave some idea of the growth of Capitol Transcriptions in a few scant years, the top artists available on CT, and the quality of the recordings.

We thought everybody knew about all this. But lots didn't. They seemed surprised, and interested. In fact a good batch of them signed on the dotted line!

If you didn't attend the convention, or we missed you, the whole Capitol Transcriptions story is available in booklet form, yours for a postcard. We'd be mighty happy to send it. Maybe you'd be surprised too... and interested!

Capitol Transcriptions

PROGRAM SERVICE FROM HOLLYWOOD
SUNSET AT VINE • HOLLYWOOD 28, CALIF.

Sales Formula

(*Continued from page 25*)

sented to bring him up on a swaying freight elevator.

Into this physical welter the firm brought its two "meal ticket" accounts, Noxzema Chemical Co. and Smith Bros. Cough Drops, with total billing around $2,000,000.

Less than a month later, however, that total was swelled when Carter Products (Arrid) appointed the agency to conduct its advertising. The firm's handling of the account has become one of the radio success stories of the year. Embarking on its "Don't Be Half-Safe" campaign, SSC&B soon rocketed the sales of Arrid in a strongly competitive market, coupling a shrewdly placed spot campaign with intensified work on Carter's regular weekly presentations, Jimmie Fidler and Gabriel Heatter.

Increasing Returns

Two and a half months later Whitehall Pharmacal Co. named the agency to handle the advertising campaign for some of its products with an estimated billing of $900,000. The agency placed the *Hollywood Star Preview* program for its client on NBC, where the program has continued to be sponsored with increasing returns to the advertiser.

Striking tribute to SSC&B's versatility came on April 1, 1947, when an association account, the American Petroleum Institute, placed its estimated $1,250,000 budget with the agency.

Thirty days later J. H. Filbert Inc., Baltimore, named the agency to service its products, margarine, mayonnaise, salad dressing and relish spread. Billing is said to be $300,000. This account has consistently increased in sales since the agency has handled it. It is also expanding in distribution, and it is expected that it will be a national item in the not too distant future. The firm is currently using spots and participations on the East Coast in its present distribution area.

McCormick Account

On June 1, 1947, another client, McCormick & Co. (teas, spices and insecticides) became associated with SSC&B. Its billings, like those of the Filbert account, are estimated at approximately $300,000 a year.

Thus, in less than a year, the young firm had increased its billing from $2,000,000 to a figure approaching $6,000,000.

In October of the next year, radio-wise Lever Bros. acknowledged the ascending status of SSC&B by assigning first Silver Dust and later Lifebuoy Health Soap. With the Lever all-brand fur contest prepared by the agency, the billing is estimated at $2,700,500. The agency is currently conducting a $750,000 spot radio announcement campaign in behalf of Lifebuoy.

But perhaps the most significant recognition for the agency occurred in April 1948, when the American Tobacco Co.—traditionally a client of the leading agencies in the industry—cast about competitively for a successor to Foote, Cone & Belding, finally settling on SSC&B to handle the estimated $1,800,000 Pall Mall portion of the business. The account is currently sponsoring a half-hour network show, *The Big Story*, on NBC.

Two weeks later, SSC&B added its 10th client when Yale & Towne Mfg. named the firm to service its estimated $300,000 advertising budget for Tip Toe Iron, bringing the total billing for the agency to its present figure of nearly $11,000,000.

Many theories have been advanced to explain the spectacular progress of the young organization, yet the broad answer is fairly obvious and derives from what the SSC&B copy department might describe as "a perfect blending of tested personnel ingredients."

Sullivan Is Dean

Ray Sullivan, president of the agency and acknowledged dean of the partners, is at 50 one of the youngest chief executives of any of the major advertising firms. But for all his comparative youth he has been a factor in advertising for over 25 years. He began his career as a copy cub under Wilbur Ruthrauff and eventually became one of the first vice presidents to be appointed at Ruthrauff & Ryan. He has been a representative or supervisor on 17 accounts, including Lever Bros. Spry, Bromo-Seltzer, American Home Products, and Blue Coal.

Mr. Sullivan has also had complete charge of the Noxzema Chemical Co. operation for the past 24 years, dating from the time when that company operated locally around Baltimore with total sales of $80,000. In one recent year its gross profits alone ran more than a million.

Prior to the establishment of SSC&B Mr. Sullivan was wartime chairman of the R & R plans board and a member of the board of directors, the finance committee and the management committee.

Second to Mr. Sullivan on the company masthead but first in the field of radio is Don Stauffer.

'Secret Weapon'

The president of a large company reflected the radio industry's estimate of Mr. Stauffer when he said a number of years ago, "Mr. Hill of American Tobacco got the Jack Benny show when we were bidding for it because he had a secret weapon in his arsenal which we could not match—he had Don Stauffer."

During Mr. Stauffer's 17 years in radio, he has played a decisive part in building and discovering more than 40 successful network shows.

While a vice president at R & R, and prior to that, head of radio at Young & Rubicam, Mr. Stauffer was the person perhaps chiefly responsible for the airing of such programs as the Eddie Cantor show, *We, The People*, Kate Smith, Burns and Allen, *Screen Guild*, Jack Benny, *Mr. District Attorney*, *The Aldrich Family*, Fred Allen and *Amos 'n' Andy*.

During the war he received tacit acknowledgment of his status as principal figure in the radio industry when Elmer Davis appointed him domestic radio head of the OWI.

The Colwell Slogans

Another former official in the OWI and creative balance wheel of the agency is Bob Colwell. Mr. Colwell's brain children have become part of the language and culture of America. While at J. Walter Thompson, it was he who conceived the Old Gold slogan, "Something new has been added." When it was decided to change the name of Chase & Sanborn Tea, so that that product would not always live in the shadow of Chase & Sanborn coffee, he devised the name, Tender Leaf Tea. He was active for 15 years in the copy and radio work on Chase & Sanborn Coffee.

Perhaps the classic of his slogans was coined (but unhappily never used) during the war when he served as radio head of 12th Army Psychological Warfare in Europe operating out of Radio Luxembourg. Exhorting the German soldiers to give themselves up, he poured all the persuasion of his advertising experience into his copy and wistfully suggested that it would be nice to say, "In surrendering, please mention this station."

After returning from overseas Mr. Colwell was named chairman of the plans board for J. Walter Thompson, which position he held until the formation of the new agency.

Besides his commercial inventiveness Mr. Colwell also helped

3-RING CIRCUS

The Circus is always thrilling, educational, musical—every minute is packed with exciting action, acts and personalities!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION ★ MUTUAL *and* TSN ★ REPRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

THERE'S A BIG SHOW EVERY DAY IN LAREDO

KPAB is on the air 18 hours daily—with all the music, glamour and drama from Mutual's great network—playing to an audience of 115,000 . . .

You can sell Laredo—and those 115,000 potential buyers—when you join the big show on KPAB — Laredo's ONLY radio station!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN HALIFAX NOVA SCOTIA

JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)

5000 WATTS—NOW!

plan many of the Thompson radio hits—Maurice Chevalier, Eddie Cantor, Rudy Vallee, Bing Crosby, Charlie McCarthy.

Heagan Bayles, fourth name on the door panel of the agency is another, who, like Ray Sullivan, worked himself up from mail boy to vice president and director of Ruthrauff & Ryan.

For many years at R & R he was radio liaison on the Lever Bros. account and an acknowledged authority on radio and copy problems involving such products as Spry, Rinso and Lifebuoy. He was also overall executive for Auto-Lite and American Tobacco.

Working closely with Don Stauffer, he was responsible for a substantial portion of the agency's copy and radio output. Together, Mr. Bayles and Mr. Stauffer created many of the celebrated radio spots for Lifebuoy, Rinso, Gillette, Ironized Yeast, Pall Mall, Spry, Ruppert and Virginia Dare.

A member of the plans board at Ruthrauff & Ryan, Mr. Bayles was also a functionary on the operations committee, finance committee, and board of directors.

Jack Cohane, the fifth partner and secretary of the firm, is the agency expert on food and household products.

Began at Yale

Mr. Cohane began his career as advertising and editorial head of several Yale publications, spending his summers as a reporter on the *New Haven Register*. Upon his graduation in 1934 he enlisted with J. Walter Thompson to receive his grooming in agency advertising, departing in 1938 to take over the Dayton office of Lord and Thomas as account executive on Frigidaire.

In 1940 he moved to Blackett, Sample & Hummert where for three years he served as vice president and account executive on Dreft.

In 1943 he was elected vice president by Ruthrauff & Ryan to spearhead its campaign on five food and drug products. He held that post until his departure to join the new firm in 1946.

Varying in backgrounds, dissimilar in specialties, the five principals of the agency present the paradox of youth and experience. The average age of the quintet is 42, with Mr. Bayles and Mr. Cohane still in their thirties; yet the mean advertising tenure of the group exceeds 20 years.

It is a pattern that repeats itself at every important level in the agency. Of the 11 persons, besides the partners, who own shares in the firm, nearly half are under 40, whereas none has had less than 15 years of successful experience in the industry. Typical in that respect is the radio department under Phil Cohen and Jack Van Nostrand, where the combined experience of both probably exceeds the individual age of either. Chief account executives Bill Spire and Abbott Spencer, representing American Tobacco and Lever Bros. respectively, are but a shade beyond the 35 mark, with records in the industry that place them in the front ranks of their craft.

Thus, as the agency moves into its third year with soaring billing, rising status, and expanding quarters that house more than 110 employes, there remains little doubt in the industry that SSC&B—in literal fulfillment of a jocular prophecy—is indeed running upstairs. And breaking records for the distance.

TAKING OVER KTSA San Antonio General Manager George W. Johnson's desk for a day is Linnea Nelson, chief timebuyer for J. Walter Thompson Co. Miss Nelson detoured via San Antonio on way back to New York from West Coast.

TEXAS MERGER GETS APPROVAL FROM FCC

MERGER of the AM and FM outlets of Times Pub. Co. and Texoma Broadcasting Co., Wichita Falls, Tex., was approved last Thursday by FCC. Consent was given at the same time to assignment of license of KLOK San Jose, Calif., and transfer of control of WILX North Wilkesboro, N. C.

In the Wichita Falls case, the Times Pub. Co., publisher of the daily *Times* and *Record-News*, sells its FM outlet, KTRN, to Texoma, permittee of KTEN, for consideration of $50,000. The paper also acquires 49% interest in Texoma for $24,500 and Texoma surrenders its FM permit for KWFA. KTEN is assigned 1 kw fulltime on 1290 kc, directional night.

Texoma has been owned 40% each by M. Bernard Hanks and Houston Harte with 15% held by William D. Cline and 5% by A. Boyd Kelley. Each sells 49% of his holdings to Times Pub. Co. Their remaining 51% combined interest is placed in a voting trust administered by the two major stockholders, Messrs. Hanks and Harte. Mr. Kelley is general manager of KPLT Paris, Tex.

KLOK is granted assignment of license from Valley Broadcasting Co. to new partnership of same name and including same individuals except Charles M. O'Brien Jr. Mr. O'Brien for financial reasons retires from the partnership and sells his 15% interest for $15,961.68, slightly more than original cost.

Ownership now includes E. L. and Claribel Barker, general partners, 80%; T. H. Canfield, 15%, and Opal A. Canfield, 5%, limited partners. Permit for KLOK-FM also is included in assignment. KLOK facilities are 5 kw day on 1170 kc.

WILX, 250 w fulltime on 1450 kc, is granted transfer of control from Hadley and Carrie Brewer Hayes to Edney Ridge through sale to Mr. Ridge of their 49.5% interest. Consideration includes cancellation of $10,000 promissory note and $3,000 cash. Mr. Ridge, president of the station, presently owns 49.5% interest.

Radio News 'Distortion' Charge Made by Truman

NO immediate industry reaction was evidenced to Pres. Truman's charge June 16 that it was almost impossible for him to get the facts across to the people through newspapers or radio because of "distortion." In a rear-platform talk at Dodge City, Kan., the President said: "It is almost impossible to get definitely the facts before the people for the simple reason that there are certain people in the newspaper business and in the radio business who have a distorted view of what people ought to know and ought to think."

Several Washington radio newsmen felt that the overwhelming number of news broadcasts do tell the complete story and that broadcasters who deviate from the facts are an exception. Although there are some extreme commentators and some extreme gossips in the business, most interpretations it was felt are based on fact.

10,000 WATTS IN KANSAS CITY
WHB
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

WMGW
Meadville, Pa.

Dear Advertiser:

As per your request: It gives me great pleasure to republish our confirmed data on the rich Crawford County market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

WMGW
Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION
WKOW
AFFILIATED M. B. S.
10,000 Watts 1070 on your dial
MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY

Open Mike

(*Continued from page 8*)

pliments for the excellent study of the Dallas-Fort Worth market contained in the June 7 BROADCASTING.

I think this section has been very objectively approached and certainly will give anyone interested a good picture of the Dallas-Fort Worth market and its relationship to radio coverage.

Charles B. Jordan
Vice President
Texas State Network Inc.
Fort Worth

* * *

AM-FM Mortality Rate

EDITOR, BROADCASTING:

Within the week I have read to my amazement in several newspapers that in 1948 AM-FM station mortality is at the rate of 6 AM and 8 FM stations per month.

These stories apparently trace back to Ken Baker's recent speech at Los Angeles, reported in the May 24 issue of BROADCASTING as follows:

Reviewing demise of stations, he said "AM dropped out last year at the rate of 3 a month. FM 2 a month. This year, however, has been 6 AM outlets and 8 FM outlets a month."

Except for an isolated case or two, I personally have no knowledge of any AM station in actual operation which turned in its license this year. There have been a few deletions of call-letters, but in practically all cases, these were the results of mergers, etc.

Where are the eight FM stations that give up each month? I know of only two actually operating FM stations that ever turned in their permits: WPIK Alexandria, Va., and KTSJ Topeka, Kan. Neither had a license and both were operating under temporary permits. The Topeka station is now on the air under new ownership.

Can Mr. Baker furnish a list of the 36 AM and 48 FM stations that have signed off this year and turned in their licenses? I will venture to say that he was referring to CP's turned back and applications withdrawn—not operating stations.

It is true that a few CP's are turned in, as well as applications withdrawn, but neither have any substantial "going" business status. One is merely a permit to go into business, the other an application for permission to do business. There is a vast difference between CP's and applications as compared to already-operating stations.

I cannot help but feel that such statements, subject to misinterpretation, are harmful to the business of broadcasting, and that as a result thereof both AM and FM have received unwarranted and unfortunate publicity so far as the public is concerned. Let us not forget that aural broadcasting rang the cash register last year to the tune of $356,000,000—biggest in history.

There is always enough confusion in any business—let's keep our own facts straight.

Everett L. Dillard,
General Manager
WASH-FM Washington

* * *

'PI' Warning Sounded

EDITOR, BROADCASTING:

Not long ago I read an article in BROADCASTING on the "PI" offer of Mr. A. S. Foster of LeBlanc Laboratories Inc.

Of course, we too received the "PI" offer and I wrote Mr. Foster explaining that like most other NAB members, we do not accept such advertising. I thought you would be interested in the reply (which I presume has come out to a large number of stations) designed to undermine the NAB. Here it is:

I have been in the business 30 years. I always worked on the principle that when the sun went down I could not sell any more time. I never particularly noticed that the NAB rang my cash register, except the deducts for dues. . . I would appreciate your reconsideration of our offer.

BROADCASTING Magazine has been and is an energetic and effective crusader against "PI" deals, but the very fact that we receive new ""PI" offers almost every day indicates that broadcasters themselves are not making a united effort to defeat this attempt to place the full responsibility for producing profitable returns upon the medium carrying the advertising, without regard for the quality of the merchandise offered or for the effectiveness of the preparation and presentation of the advertising itself.

"PI" offers will continue to clutter up our mail as long as some broadcasters accept them. Each time a single deal is accepted the position of all broadcasters is weakened.

Tom Watson, Jr.
General Manager
WSWN
Belle Glade, Fla.

* * *

Condemns CCBS

EDITOR, BROADCASTING:

Senator Edwin C. Johnson of Colorado will live in radio history as the hero of a dangerous crisis in the radio broadcasting industry. Personnel of independent and regional stations coming to his aid are also to be commended.

It would be wise for the Clear Channel Broadcasting Service, composed of 16 of the clear-channel stations, to let well enough alone and keep the 50-kw clear channel privileges they already hold. By asking for 750 kw they are asking for a dictatorship in the radio industry.

Thanks to the staff of BROADCASTING Magazine for your excellent coverage of this vital issue.

Ed Galbreath
News Editor
WSIC Statesville, N. C.

'Voice'

(*Continued from page 32*)

and the State Department, although not the primary cause, were an important factor in the failure to exercise proper supervision over these broadcasts. Your committee feels that, if in the future, the private companies fail to maintain the same high standards and safeguards followed in their domestic broadcasts, their contracts should be cancelled. However, the committee sees no reason why the facilities of the private companies cannot be used in this program, providing the proper supervision is exercised by the State Department."

An executive session of the special Senate joint committee was held on June 16.

A report also will be issued by this committee at a later date.

William Rogers, chief counsel of the Senate Investigation Committee, told BROADCASTING last Wednesday that the Senate committee will "continue to investigate the matter." Mr. Rogers said that the co-chairmen, Senators Smith and Ferguson, will make oral reports on their investigations in the near future from the Senate floor.

Meanwhile Script-Writer Rene Borgia proclaimed his innocence in a letter to the editor of the *New York Times*, which appeared June 14. Mr. Borgia was of the opinion that the only bad propaganda for the United States had been the Congressional investigations.

Allen "Not Happy"

With "Voice" broadcasts carrying an official government label, the State Dept. will minutely supervise program content, George V. Allen, Assistant Secretary of State for Public Affairs, told the American Marketing Assn. at its convention dinner last Monday.

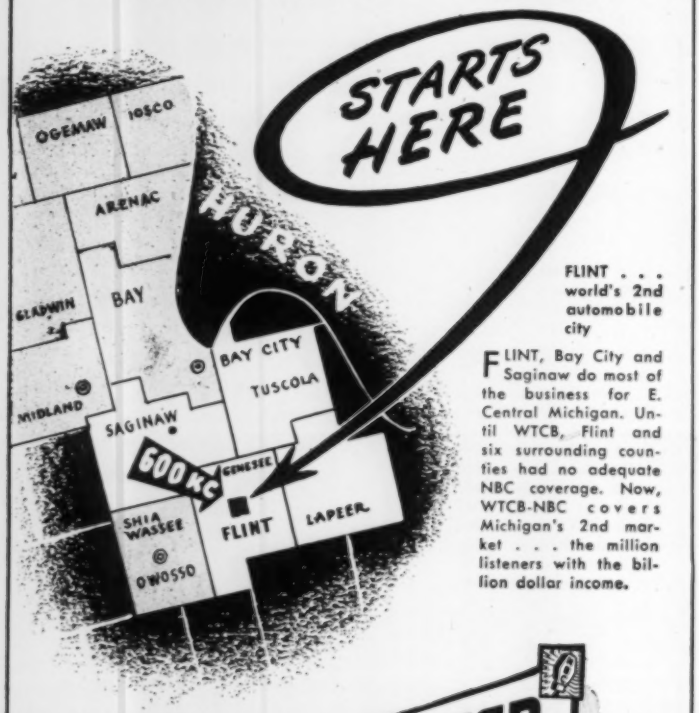
"I'm not too happy about it," he said, but explained that Congress insists the blue pencil be used.

Some of the material in the "Voice" programs which drew Congressional anger was lifted from the John Gunther book, *Inside America*, Mr. Allen said. Since the book is in State Dept. libraries in foreign countries, he posed this question "Should we blue pencil the book in all our libraries?"

Referring to pending legislation to provide funds to aid distribution of American newspapers and magazines abroad, he said, "I think it should be clearly understood that use of government funds for these publications implies no responsibility on any government agency to censor material in the publications. I wish somebody had made that clear in the 'Voice of America'."

Asked after the dinner why he flatly opposed censorship of publications but didn't take a similar stand on censorship of "Voice" broadcasts, Mr. Allen said, "That's a good question." He did not care to answer it directly, however, explaining that in the case of the "Voice" series he merely wanted clarification by Congress of State Dept. responsibility.

YOUR NEW CHEVROLET OR BUICK



FLINT . . . world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP. WTCB FLINT, MICHIGAN DETROIT

1000 Watts Day — 500 Night 600 KC

Paul H. Raymer, Representative

25B SPEECH INPUT

...to bring both conventions to almost 30,000,000 listeners of the Mutual Broadcasting System

In order to provide complete coverage of the two national conventions for listeners throughout the nation, the Mutual Broadcasting System and Station WIP have installed a Western Electric 25B Speech Input Console and 639 Type Microphones at the Philadelphia Convention Hall. Through this console convention programs will be fed to the more than 500 Mutual stations.

Mutual chose the 25B because it has *everything* it takes to handle an assignment like this—highest quality performance; flexibility; ease of operation; ease and economy of installation (plug-in cables for all external leads).

The same advantages have led to more than 225 installations of the 25B in AM, FM and TV stations.

You can get *immediate delivery* on a 25B. Call your Graybar Broadcast Representative about it, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
—QUALITY COUNTS—

Distributed by GRAYBAR
OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

MIDWEST NETWORK TV BY FALL IS DOUBTFUL

MIDWEST network video by fall is doubtful, despite efforts of AT&T to meet a self-imposed deadline, according to John A. Maloney, Illinois Bell Telephone Co.'s news supervisor.

Long-distance telephone service began on the 363-mile Chicago-St. Louis co-axial cable April 19, but video transmission is blocked by lack of booster equipment, not available at the present time, Mr. Maloney said Wednesday. Telephone service precedes video on the co-axials because it requires booster units only every 50 miles, whereas television boosters are needed every five miles, he explained.

Mr. Maloney said the date for hooking up the Chicago-Philadelphia cable with the Eastern network co-axial stands at "late this year." Microwave relay stations will not be erected between Chicago and New York until 1950, he added.

Telefilm Signs

TELEFILM Inc., Hollywood, last week announced the signing of its fifth television station, KSTP-TV Minneapolis-St. Paul, for release of 10-minute *Snapshots* film series. Other stations which have already contracted for it are KSD-TV St. Louis, WGN-TV Chicago, WWJ-TV Detroit and WSPD-TV Toledo, Ohio.

TV BIDS

Four More Apply To FCC

FOUR REQUESTS for new commercial television stations, all from present operators of standard stations, were filed last week with FCC.

New experimental television station on 480-500 mc band is sought in application also presented the Commission last week by Eugene O'Fallon Inc., licensee of KFEL Denver. Radiation investigation would include pulse transmissions with peak power up to 200 kw used. Surplus military radar equipment is to be employed.

Farnsworth Television and Radio Corp., licensee of WGL Fort Wayne, seeks Channel 4 (66-72 mc) in that city with effective radiated power of 16 kw visual and 10 kw aural. Antenna height above average terrain of 280.5 ft. is specified. Farnsworth has operated experimental video outlet W9XFT since 1938 on 66-72 mc, firm indicated. Commercial TV outlet would cost an estimated initial $194,500 with first year's operating cost totaling $67,000. First year revenue is set at $38,000.

Plough Inc., owner of WMPS Memphis, seeks Channel 9 (186-192 mc) in Memphis with power of 25.8 kw visual and 12.9 kw aural. Television station is to be housed on fourth floor in new WMPS Bldg. under construction there, with studios and studio equipment costing about $200,000. Overall initial cost will be $459,500. First year operation cost estimated at $100,000; revenue $25,000. WMPS will occupy the third floor of the new building. Plough also has filed an amendment to the charter of WMPS Inc., subsidiary firm which is WMPS licensee, to increase capital from $500,000 to $1,000,000. In addition to complete mobile unit, video station will include film processing laboratory.

Capitol Broadcasting Co., licensee of WKDA Nashville, Tenn., seeks Channel 9 (186-192 mc) there with power of 28.6 kw visual, 14.3 kw aural. Antenna height is 290 ft. Overall cost foreseen is $201,692 with first year cost of operation estimated at $50,000 and first year revenue $50,000.

KPOJ Inc., formerly KALE Inc., licensee of KPOJ Portland (KALE) requests Channel 12 (204-210 mc) in Portland with power of 2.84 kw visual and 1.42 kw aural. Initial cost of construction is estimated at $113,530 and first year cost $50,000. Revenue first year is set at $10,000.

KFEL, which presently has no other television interest other than its proposed experimental project, gave two objectives for its tests: Radio frequency attenuation in the horizontal plane, and magnitude or reflected waves relative to the primary wave. Station plans to use continuous wave television emissions (A5) and pulse emissions (special) with various antennas and transmission locations.

KFEL indicated it later may request authority to test frequencies above the 480-500 mc band. Project is under the supervision of KFEL's chief engineer, T. G. Morrissey, and is expected to begin this summer. The surplus radar transmitter (SCR-533) will be operated from a trailer unit from mountain and other sites. Receivers (SCR-518) equipped with indicating oscilloscopes and local calibrating signal generators will be installed in station wagons for observation of primary and reflected wave magnitudes at different sites.

The station told the Commission it plans to experiment with directional antennas to try to reduce unwanted wave reflections from the mountains.

80th Congress

(*Continued from page 29*)

two consecutive hours to network programs.

The House Rules Committee has failed to grant the House Commerce Committee authority to conduct an investigation of Commentator Walter Winchell. The resolution, introduced by Rep. William J. Miller (R-Conn.), sought to bring Mr. Winchell before a Congressional committee to explain the sources of his statements.

A plan embodying a "token revenue" paid by stations and juke box owners to provide a musicians' welfare fund was suggested by Rep. Carroll D. Kearns (R-Pa.), chairman of the House Labor Subcommittee which conducted an investigation of AFM and its president, James C. Petrillo [BROADCASTING, Jan. 12]. According to Rep. Kearns' office the Congressman is still investigating the matter and may, at a subsequent Congress, introduce a bill advocating such a plan.

Rep. F. Edward Hebert (D-La.), who had promised an "expose" of FCC and its reason for granting five permits to Edward Lamb, Toledo lawyer [BROADCASTING, May 10], was also continuing his investigations.

Congressman Hebert said the files of the House Un-American Activities Committee, of which he is a member, lists Mr. Lamb's record as "one of the most expansive records of association with the Communist Party in America."

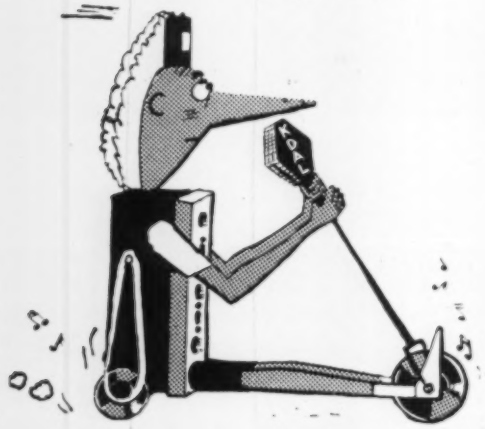
Confirmation of Miss Frieda B. Hennock to the FCC post being vacated June 30 by Comr. Clifford Durr, was a thorny problem during the final days of the session (see story page 22).

With the bulk of radio legislation disposed of, attention was being directed to the radio lineup in Congress next year. Drastic changes were expected. Sen. White, chairman of the Senate Interstate and Foreign Commerce Committee, plans to retire. If a Republican majority returns to Congress, Sen. Tobey, ranking majority member of the Commerce Committee, will have his choice of Sen. White's chair or the leadership of the powerful Senate Banking and Currency Committee. Senators Albert W. Hawkes (R-N. J.) and Edwin C. Johnson (D-Col.), both members of the Commerce Committee, do not intend to seek re-election. Sen. Clyde M. Reed (R-Kans.) ranks next to Sen. Tobey on the committee.

VOCALIST

DULUTH, MINN.—Auditioned by KDAL for a singing spot, Otto Mattick flubbed but good. His voice sounded like a rusty fingernail on a rough blackboard.

But Otto sounds better singing about KDAL's solid dominance of the Duluth-Superior audience. Then he has the Fall-Winter Hooper playing a convincing accompaniment. Check it and see.

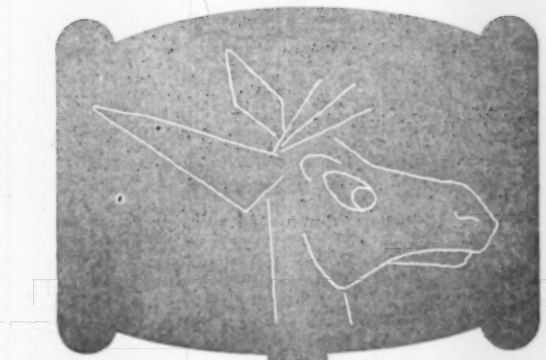


Or better still, contact Avery-Knodel Inc. and let them give you the new KDAL story form the 5000 watt 3-state coverage right through the last Hooper. It's sweet music for any time-buyer's ears.

WATG Ashland Surveys Area FM Set Ownership

WATG-FM Ashland, Ohio, has completed a survey of FM set ownership in the area showing that between 20 and 25% of the population own FM sets. The survey, supervised by Ashland College, used telephone and postcard questionnaires. The results of the telephone survey of 300 calls showed 19.9% FM ownership. A 500-postcard study revealed 29.35% FM ownership to date. Figure is computed from a 92-card return.

Last January Ashland College, under the direction of Rev. W. H. Miley, made a 5,000-call telephone survey which indicated an FM ownership of 11.5%. The community includes a city of 14,000 and a county of 35,000.



"GAVEL TO GAVEL" COVERAGE

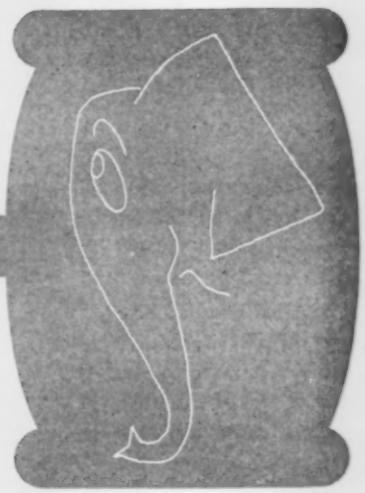
OF THE REPUBLICAN AND
DEMOCRATIC NAT'L CONVENTIONS

WARNER BROS.

KFWB 980 KILOCYCLES

HOLLYWOOD, CALIFORNIA

"PUBLIC SERVICE IS A PUBLIC TRUST"



DIRECT WIRE FROM PHILADELPHIA TO CALIFORNIA

Clete Roberts, noted national commentator, assisted by his Warner Bros. KFWB staff, will "take the people of Southern California to Convention Hall" for a full on-the-spot account of Democracy in Action!

WEBR
WEBR
WEBR
BUFFALO

Now 5000 Watts Day and Night

delivers the richest market in upstate New York at less cost per listener

...covering a population area of 1,089,783 by day; 977,755 by night—spending $834,352,000 annually in retail purchases.*

Proof of sales results? Ask the many WEBR advertisers who renew year after year. For example, one of Buffalo's leading department stores is now in its ninth consecutive year as WEBR advertiser.

**Sales Management Estimate Figures — January 1, 1948*

WEBR, Inc.
The Buffalo Courier-Express Station, 970 kc
THE MUTUAL BROADCASTING SYSTEM
WEED & COMPANY
National Representatives

Inter-American

(Continued from page 25)

casting legislation are election of directors; operating program and budget; relations with United Nations Org., UNESCO; International Telecommunications Union and Pan-American Union; membership quotas; freedom of information; BBC activities in the Western Hemisphere; selection of site for 1949 meeting.

Report on uniform legislation was prepared by Dr. Justino Jimenez de Arechaga, IAR general director. The principles take into account actual development of radio legislation in American nations.

A standard definition of broadcasting includes FM, TV and facsimile, with statement that these activities are "of public interest as well as an instrument of culture and recreation."

The proposal specifies that broadcasting "is a private activity ... and does not constitute a public utility, nor can it be monopolized by the state or by any legal entities recognized by either public or private law."

Free Within Limits

This proposal, of course, includes a provision that broadcasting is free "within the limits established by national laws and international regulations." It is made clear, however, that restrictions on freedom can only be legally enacted by formal laws and not by administrative decisions.

The proposed uniform legislation specifies that principles protecting freedom of thought expressed through the press also apply to broadcasting. This matter should be regulated through rules of international law and not by domestic regulations, it is proposed.

Government control over broadcasting should be designed to avoid interference, control abuses of freedom and check use of assigned frequencies, according to the suggested rules, with regulation by military authorities opposed.

"The sanction of abuses in the matter of freedom of thought expression belongs exclusively to the organisms of the judicial power," it is stated, with a statement made that enlargement of administrative jurisdiction to permit imposition of penalties, whether open or veiled, should be subject to judicial controls.

Every administrative decision suspending or shutting down a broadcast station, suspension or cancellation of a wave assignment or replacement of one frequency by another will be subject to judicial appeal, it is stated, though some governments in the hemisphere do not operate in this fashion.

The proposed laws would limit censorship to cases of serious foreign attack or internal upheaval, with international laws defining such situations. However, governments are given the right to use frequencies for weather and navigation purposes; broadcast of instructions or news to maintain or re-establish order and public security or health, and in exceptional cases such as national anniversaries.

Frequency assignments should be made for "indeterminate periods of time, with express indication of the frequency in which the station is to operate," the uniform laws provide, recognizing that stations in many countries possess "transitory or precarious concessions."

The proposal includes the remark that "the period of assignment will have no limit other than that determined by the fact that the assignee may eventually use the frequency in a manner inconvenient to the public interest."

Broadcasters' Work Cited

The statement adds, "It is the work of broadcasters that make a frequency in the spectrum worth its value."

Rights of broadcasters in keeping offensive material off the air are recognized.

Levying of tax on ownership of radio receivers is opposed, along with taxes on importation of equipment.

Final provision specifies that no government-owned station should handle commercial advertising or in any other way compete with private stations. "Any form of competition, whether direct or indirect, between the state and the assignees in the field of commercial advertising must necessarily be condemned," it is stated.

LEADING HOOPERS—June 15 Report

EVENING

Program	Stations	Sponsor Agency	Hooper	Year Ago Hooper	+or−	Pos.
Radio Theatre	153	Lever Bros. (JWT)	19.2	23.4	−4.2	1
Walter Winchell*	219	Andrew Jergens (Orr)	18.2	15.3	+2.9	6
McGee & Molly	144	S. C. Johnson (NL&B)	16.7	16.9	−0.2	5
Bob Hope	131	Pepsodent Div.-Lever (FC&B)	15.4	19.1	−3.7	3
My Friend Irma	147	Lever (Y&R)	15.4	---	---	---
Jack Benny	163	American Tobacco (BBDO)	15.2	---	---	---
Talent Scouts	149	T. J. Lipton Div.-Lever (Y&R)	15.2	---	---	---
Take It or Leave It	162	Eversharp (Biow)	14.0	11.7	+2.3	11
Red Skelton	161	B. & W. Tobacco (Seeds)	14.0	18.4	−4.4	4
Mr. District Attorney	141	Bristol-Myers (DC&S)	13.2	13.8	−0.6	8
Screen Guild	160	R. J. Reynolds (Esty)	12.2	19.6	−7.4	2
Philip Morris-Heidt	161	Philip Morris (Biow)	11.7	---	---	---
Bing Crosby	244	Philco (Hutchins)	11.5	13.5	−2.0	9
Truth or Conseq.	144	Procter & Gamble (Compton)	10.7	11.0	−0.3	18
Music Hall	144	Kraft Foods (JWT)	10.5	6.8	+3.7	69
Stop the Music	169	Speidel (Cecil & Presbrey)	10.5	---	---	---

DAYTIME

Program	Stations	Sponsor Agency	Hooper	Year Ago Hooper	+or−	Pos.
Ma Perkins (CBS)	81	Procter & Gamble (DFS)	7.2	6.4	+0.8	2
Aunt Jenny	59	Lever Bros. (R&R)	7.1	6.0	+1.1	6
Portia Faces Life	89	General Foods (B&B, FC&B)	6.8	6.1	+0.7	5
Our Gal, Sunday	80	Whitehall Pharmacal (DFS)	6.8	6.8	0.0	1
When Girl Marries	77	General Foods (B&B, Y&R)	6.8	5.8	+1.0	9
Widder Brown	145	Sterling Drug (DFS)	6.7	6.2	+0.5	4
Big Sister	91	Procter & Gamble (Compton)	6.7	5.5	+1.2	11
Romance Helen Trent	78	Whitehall Pharmacal (DFS)	6.6	6.4	+0.2	3
Backstage Wife	146	Sterling Drug (DFS)	6.6	5.2	+1.4	3
Right to Happiness	149	Procter & Gamble (Compton)	6.4	5.3	+1.1	13

* Includes second broadcast.

Evelyn Lebhar

MRS. EVELYN LEBHAR, 39, wife of Bertram Lebhar, vice president and director of sales of WHN New York, died last Wednesday at the Rochelle Hospital in New York after a brief illness. Mrs. Lebhar was one of the foremost contract bridge players in the country as is her husband. Surviving are her husband and five children.

Groundwork Progresses For Chicago Video City

FINANCING and negotiation of leases for the proposed Chicago Television City, being promoted by Walter Butler Co., St. Paul contractor, will be handled by L. J. Sheridan & Co., Chicago real estate firm, it was revealed last week.

Frank C. Wells, vice president of Sheridan Co., said he met with officials of Illinois Central Railroad Wednesday regarding acquisition of "air rights" over I.C. tracks at the lakefront site for the projected TV center. He described the conference as "preliminary and exploratory."

"The Sheridan Co. decided to handle preliminary details of the proposed Television City after being convinced that the idea is sound and that financial support is available," Mr. Wells said.

L. A. Abstracts

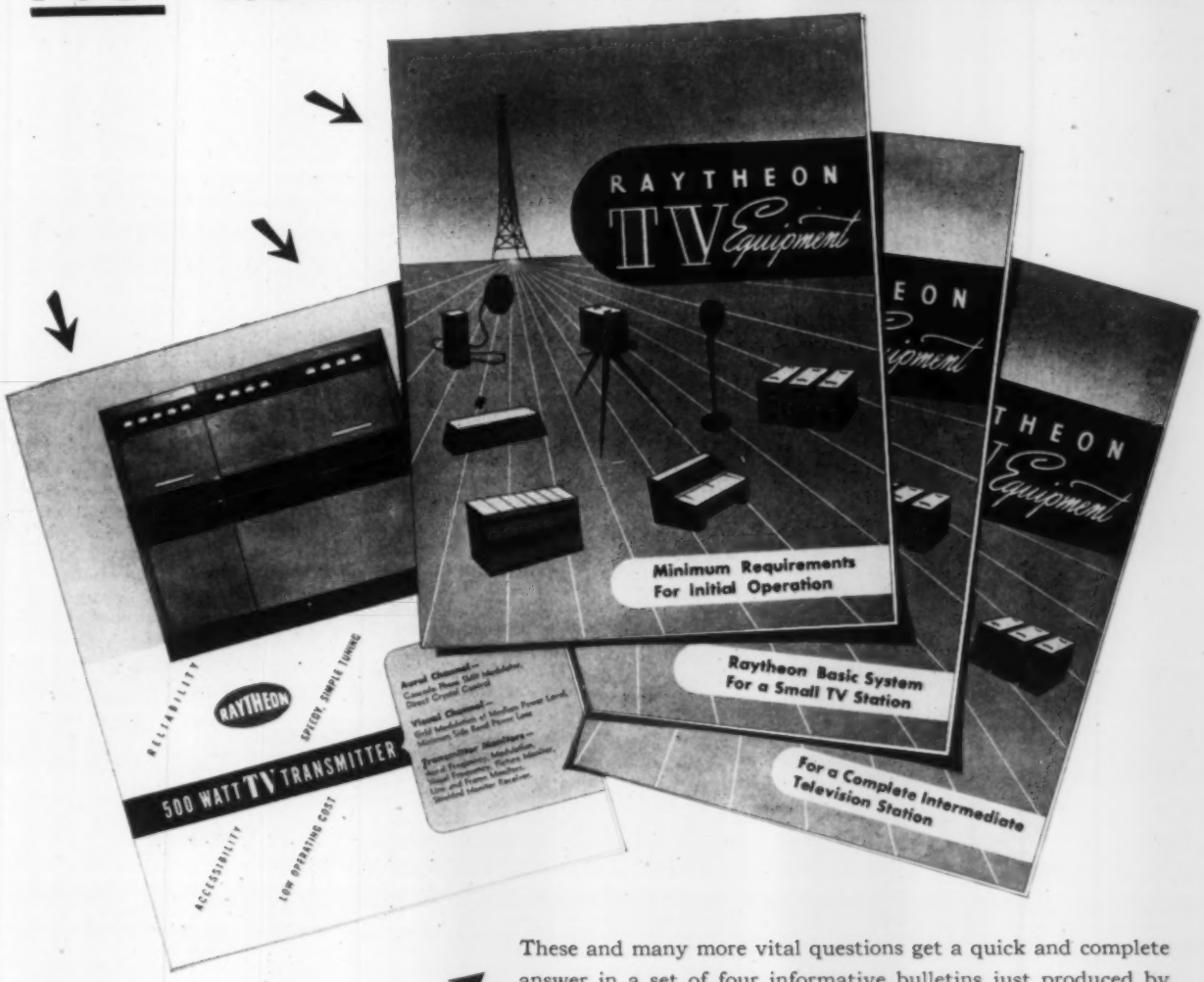
ABSTRACTS of papers presented at the NAB Broadcast Engineering Conference, held May 20-21 in Los Angeles, are available at the association headquarters, according to Neal McNaughten, NAB assistant director of engineering.

FCC RULES AND REGULATIONS

. . . Parts 1 to 64 now available. Complete set in binder, $21.00. Amendment service, 1 yr., $25.00. Parts 1-2-3-4-5-13-Standards of Good Engineering AM-FM-Television $15.00 in binder. Amendment service, 1 yr., $15.00.

HARRY C. RAND CO.
1507 M ST., N. W.
WASH. 5, D. C.

HERE ARE THE ANSWERS TO Your Questions About TELEVISION!



How Do We Get Started?

What Equipment Do We Need . . .
For Initial Operation?
For A Small Station?
For A Complete Intermediate Station?

What Program Services Can We Offer?

How Much Will Equipment Cost?

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Waltham 54, Massachusetts

Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

Name .....

Title .....

Affiliation .....

Address .....

City ..... Zone ..... State .....

Baltimore's Listening Habit

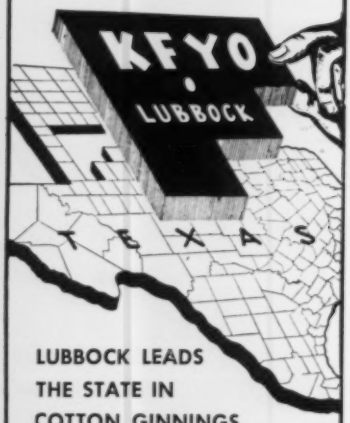
WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

You Can't Complete This Picture Without



LUBBOCK LEADS THE STATE IN COTTON GINNINGS

Lubbock County topped all the Counties in the State of Texas in cotton ginning this year! . . . In terms of money this has brought to Lubbock County farmers an estimated $31,000,000.00 . . . and to the 15 counties on the South Plains of Texas $165,000,000.00 This is the market dominated by KFYO—the station with a consistent clear signal!

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN *Radio Sales* INC.

AFA Convention

(*Continued from page 23*)

"great mistake" at the present time.

Such a high-pressure approach, he said, would make us look like salesmen who, with our military and economic force, were trying to "jam our cultural and political ideas down the reluctant throats of other countries."

Mr. Benton called for a news-type presentation. To carry out this approach effectively, he added, this country should bring "tens of thousands" of students, professors and journalists into the U. S. each year. He said he would extend this invitation to Russia and its satellites with the qualification that the people sent here be bona fide students and journalists. He declared he did not believe, as some members of Congress do, that such students would "pollute us."

"It is tragic," said Mr. Benton, "that the United States seems to be preparing to spend as much as $25,000,000,000 a year to bolster its international position by military and economic measures, while it gauges its interest in the dissemination of ideas in terms of one-thousandth of that amount—and with misgivings about that much."

Radio as a "relatively new promotion tool" for retailers was discussed by Howard P. Abraham, manager of the sales promotion division of the National Retail Dry Goods Assn. Speaking on "How to Get the Most Out of the Advertising Budget," Mr. Abraham pointed out that "most of us grew into the advertising business through a knowledge of space and not time advertising." He suggested that advertisers using radio ask themselves these questions:

(1) Is my radio effort doing a definite job for me or is it duplicating another media?

(2) Do I have too many programs?

(3) Am I using so little radio that it does not even make a dent?

(4) Am I beaming my radio to the right audience at the right time on the right station?

Thomas Heads Panel

Eugene S. Thomas, sales manager of WOR New York, was panel chairman at the convention and spoke on "Training for Advertising." He pointed out that while there were 168 colleges teaching advertising and selling in 1931, there are now at least 266, an increase of 58%.

"Whereas 40 years ago there was no formal advertising education, today we have many thousands of students and their teachers devoting approximately half a million college class hours each year to this preparation," Mr. Thomas said.

John J. Karol, New York, CBS sales manager, and other advertising leaders addressed the panel.

Mrs. Oveta Culp Hobby, executive vice president of the *Houston Post* and an official of that paper's station, KPRC, presented the Advertising Woman of the Year award to Mrs. Ella B. Myers formerly of General Foods Corp. Mrs. Hobby is an AFA director.

Elon G. Borton, New York, president of the AFA, said a bill imposing a 10% tax on all radio, newspaper and other advertising was introduced in the Louisiana legislature last May and that the AFA at once wired advertising clubs in that state to pass resolutions opposing the bill. AFA is following through with further action, he said.

McMillan Heads Board

George S. McMillan, vice president of Bristol-Myers Co., was elected chairman of the AFA board, succeeding Allan T. Preyer, chairman of Morse International Inc. Graham Patterson, president of Farm Journal Inc., Philadelphia, was named treasurer, and Mary McClung, general manager of *The New York Post* and *Home News*, was elected secretary. Elon G. Borton continues as president and general manager.

Directors named were Elliott Shumaker, *Detroit Free Press;* Robert S. Peare, a vice president of General Electric Co.; Leonard Hornbein, Famous-Barr Co., St. Louis, and Ralph Smith, executive vice president of Duane Jones Co.

The convention adopted a resolution on advertising ethics stating:

"While the great bulk of present-day advertising is of high quality and reflects an appreciation of responsibility to the public, there nevertheless are cases of undue exaggeration, distasteful references, implausible testimonials, excessive repetition, and lack of respect for the public intelligence. Such instances cause resentment and are harmful to all advertising and eventually to the advertiser who seeks to profit by them."

The convention opened June 13 and ended June 16.

U. A. Latham, sales manager of WKRC Cincinnati, was chairman of the convention entertainment committee.

Hulbert Taft Jr., managing director, and Herman Fast, manager of WKRC, and Robert Sampson of WSAI, were at the speakers' table at Tuesday's luncheon meeting. Officials of all of the Cincinnati stations are members of the Cincinnati Advertising Club which acted as host to the convention.

Kastner for McLean

ALTON KASTNER, NBC press department column editor, has been appointed acting magazine editor. He succeeds Jim McLean, who resigned as magazine editor to open a publicity firm at 10 E. 44th St., New York. Mr. Kastner, who joined NBC in 1939, will continue as column editor in addition to his new duties, the network said.

Ella B. Myers Honored During AFA Convention

ELLA B. MYERS, special advertising consultant, has been named "Advertising Woman of the Year" by the Council on Women's Advertising Clubs of the Advertising Federation of America. Award was made during AFA's 44th annual convention last week. (see separate story)

Mrs. Myers

The presentation, a silver pin awarded initially this year by the council to "the woman who has contributed the most to advertising and the people in it beyond the requirements of her job", was made by Oveta Culp Hobby, executive vice president of the *Houston Post* and wartime commander of the WACS. Mrs. Hobby served with Bruce Barton, chairman of the board of BBDO, and Henry T. Ewald, of Detroit, as judges in the national competition.

Mrs. Myers, member of the New York Women's Council, retired last April as advertising director of General Foods Corp., a post to which she was appointed in January 1947.

Male Civilians, 19-25, Total About 7,783,000

NUMBER of male civilians 19 to 25 years of age in the U. S. was about 7,783,000 on April 1, according to A. Ross Eckler, acting director of the U. S. Census Bureau. This group has been referred to most frequently in selective service legislation. Total male population in this group, civilian and military, totaled about 8,375,000, Mr. Eckler added.

The bureau estimated the number of 18-year-old males, including those in the armed forces, at 1,144,000, about a million of them being civilians. About two of every three males in the 19-25 age group were veterans of World War II.

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

SEND FOR FREE CATALOGUE TODAY

DISTRIBUTED BY
Thomas J. VALENTINO, Inc.
DEPT. BC-6
1600 BROADWAY
NEW YORK, N. Y.

CANADIAN DISTRIBUTOR
Instantaneous Recording Service
36-38 Wellington St. E.
Toronto, Ont., Can.

Marketing

(Continued from page 26)

consumed all of Monday morning and included the report of Mr. Hughes on the Census Advisory Committee's work.

Robert E. Freer, chairman of the Federal Trade Commission, described how the FTC deals with false and misleading advertising, and described the trade practice conference procedure by which industries adopt rules of self-regulation.

In a question period, he said 95% of formal FTC cases originate in sources outside the Commission though a sample survey of broadcasts and periodicals which is maintained throughout the year. Asked about complaints from listeners, Chairman Freer cited an example of a complaint that a shampoo "stinks" instead of smelling like the announcer said. Replying to a query about such as "this cigarette is 42% cooler" with no basis cited for such a comparison he said each particular case is considered on the facts.

Registration benefits for broadcasters under the Lanham Act, revising trade-mark laws, were explained by Lawrence C. Kingsland, Commissioner of Patents.

"Distinguishing features of radio advertising which may now be registered," he said, "are obviously limited to marks and emblems used by those who are in the business of offering services rather than selling merchandise.

May Register

"In other words, a radio station may perhaps register the name of one of its programs as a service mark, but ordinary advertising songs or slogans used by commercial manufacturers in order to advertise their products would not qualify even under this broad definition."

In discussing the impact of government policy on marketing, Leon H. Keyserling, vice chairman of the President's Council of Economic Advisers, said that in general private action is preferable where other things are equal. When public action is necessary, he added, "we should strive to make that action so consistent and so sound that it clearly contributes to the long-run stability of the economy as a whole."

Television's effect on marketing drew only one or two references during the conference. In a forum on the psychological approach to market research, Wallace Wulfeck, vice president and research director of Federal Adv. Agency, New York, observed that TV provides another medium for consumer attention. "With its sight-sound impact, television will have a terrific effect on buying habits," he declared.

Discussing the music market, Russell H. Colley, president of A. S. Bennett Assoc., said persons who listen frequently to radio music and who own larger record libraries provide one of the best markets for music. He added that a nationwide survey shows that radio and records, or "spectator sports" in music, stimulate the desire to play an instrument, termed "active sports."

Continuous showing of industrial movies was a convention feature. Pictures included "Sightseeing at Home—Television Arrives," a General Electric Co. film, and "Bell Telephone Hour."

Conference plans were arranged by a committee headed by Dr. A. Rex Johnson, assistant director of the Office of Foreign Agricultural Relations, Dept. of Agriculture. Dr. Johnson is president of the AMA Washington chapter.

SET CENSUS

AMA Unit to Reconsider Stand

OPPOSITION of the American Marketing Assn. to inclusion of a radio set question in the 1950 U. S. Decennial Census, as expressed in an adverse vote by AMA's Census Advisory Committee, will be reconsidered by the committee at its next meeting to be held later in the summer.

Members of the committee who attended AMA's Washington conference last week (see separate conference story page 26) were told by Gordon A. Hughes, General Mills market research director and committee chairman, that a growing demand for a radio question in the 1950 census has appeared in recent weeks.

The committee is an advisory body formed a year-and-a-half ago to serve as a clearing house for business interests and present their views to the Census Bureau. A committee meeting had been planned during the AMA convention but was not held due to absence of several members, according to Mr. Hughes.

Little Reaction in April

At the time the advisory group cast its adverse vote last April, scarcely any business groups, advertisers, agencies, associations or media spokesmen had indicated interest in a 1950 radio count. Demand for the question is heard among advertisers and agencies representing billions of dollars in annual business.

A United States government agency, the Dept. of Agriculture, has officially asked for a radio question in the census [CLOSED CIRCUIT, June 14]. In a letter to J. C. Capt, director of the Census Bureau, Secretary of Agriculture Charles F. Brannan requested the bureau for a set count, including television.

Secretary Brannan said the department is "disturbed" to learn that the bureau is opposed to inclusion of the question. He pointed to postwar changes in distribution of sets, and the need for census data in conducting department affairs. He added that the department is considering television activities and needs a TV set count.

In the absence of Director Capt, who underwent a major operation last week, A. Ross Eckler, acting director, informed Secretary Brannan the bureau felt radio had reached the saturation point and said increased costs are plaguing the census project. The letter was similar to that sent a large number of senators, congressmen and business interests in reply to their requests for a 1950 radio count [BROADCASTING, May 31].

Text of Brannan Letter

Text of Secretary Brannan's letter to Director Capt follows:

I have been informed by some of our Office of Information people in the department that data with respect to radios are not being obtained on the agricultural schedule for the 1950 census and are to be restricted to a sample of households on the Population and Housing Schedule.

We are somewhat disturbed to learn of this since a great many of our agencies rely heavily upon census data on radio facilities in conducting surveys of rural living conditions and audience measurements.

Inasmuch as this information is frequently needed, particularly by the Extension Service, on a county or local basis, data from a complete enumeration are essential. Apparently there have been some pronounced changes with respect to the distribution of radio facilities in certain parts of the United States since the end of the war.

This is particularly true in those areas where farm income has been materially increased and electric service much extended. It is the feeling of our people that data showing these changes in local areas are not likely to be obtained from a sample census of the size now contemplated. I would like to suggest therefore that you include the radio question on the General Population and Housing Schedule for the 1950 Census.

Television, as you know, also is developing very rapidly and it seems reasonable to believe that it will become a major medium of communication during the next decade, the period during which the 1950 Census figures will be most applicable. The Dept. of Agriculture already is experimenting with television to determine how best to use this latest informational and educational medium.

We are told by responsible industry spokesmen that two million television sets will be in use by the time the Census is taken in 1950. Although we have no basis for checking the accuracy of this forecast, we feel that there will be a sufficiently significant number in use by 1950 to warrant the inclusion of a question on the schedule with respect to it.

I trust that you will look with favor upon adding these questions to the General Population and Housing Schedule to be asked of all households and that you will not feel that it will be too much of a burden on the respondents.

ONE-YEAR TV RIGHTS FOR USC, UCLA OKAYED

FOR ONE YEAR only, the U. of Southern California and the U. of California at Los Angeles have been allowed by the Pacific Coast Conference to negotiate individual television contracts with stations and sponsors, according to Al Masters, television committee chairman of the western group.

Los Angeles is the only city where conference members are located which will have television stations on the air when the football season starts.

In aural radio the conference sells its sponsorship rights as a package to Tidewater Associated Oil Co. Once San Francisco, Seattle and other cities have TV stations operating, Mr. Masters said, the same pattern will apply as has been the case in radio. Whether Tidewater Associated would step into television sponsorship of USC and UCLA games was not known last week.

Commercial sponsorship of the Rose Bowl game via television also became a possibility. There was evidence last week that agencies were being approached concerning possible sponsors. Approval of any such agreement rests with the Coast Conference, the Big Nine Conference and Tournament of Roses Assn. NBC has always broadcast the annual classic as a public service, never making it available for sponsorship.

EFFECTIVE July 20 Frank and Ann Hummert will produce "Mystery Theatre" Tues. 8-8:30 p.m. on CBS for Sterling Drug Co., which is now handled by Dancer - Fitzgerald - Sample (BROADCASTING, June 7).

THESE ARE THE PRODUCTS THAT GROW A HALF-BILLION INCOME IN THE **LUBBOCK** TRADING AREA

Reach it with . . .

KCBD

POULTRY

Lubbock . . . number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,000,000 pounds.

DAIRY PROD.

Largest butter manufacturing center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.

COTTON

Lubbock . . . the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

OIL

5,000 oil wells, producing annually $100,000,000, make oil the area's #2 "cash crop." South Plains have greatest known oil reserves in the world.

LIVESTOCK

Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.

GRAIN

A $30 million grain sorghum crop—over ¼ the nat'l. output. Plus $60 million wheat crop and $10 million in sudan, milo, millet and other grains.

●

Within the 30 counties of KCBD's coverage farm, ranch and oil income will top a half-billion. Per capita retail sales: $662.70*— more than double the national average. Population: 396,000 consumers.

More local merchants use KCBD than use the other two stations combined.

* *Latest report available: U. S. Census Bureau.*

KCBD

1000 WATTS UNLIMITED

LUBBOCK, TEXAS

Joe H. Bryant, Gen. Mgr.

Rep. by JOHN E. PEARSON CO.

TV Line Rates

(Continued from page 27)

Louis. Counting segments where several channels were assumed as available in each direction, it covered about 10,000 route miles of channels and facilities for connecting 77 stations. It was estimated 75% of the channel mileage would be served by radio relay and 25% by coaxial cable.

Video's share of the plant investment for the assumed network was estimated at $24,320,000 for channels and $1,786,000 for station connections. Its portion of the operating expenses was placed at $3,092,000 for channels and $565,000 for connections.

The estimates assumed the use of "improved" types of both coaxial cable and radio relay:

In the coaxial sections an improved type of carrier system now under development was assumed used. This system is expected to provide two similarly directed broad-band channels on each coaxial capable of carrying one direction of transmission of two groups of 600 telephone message circuits, or one such group and a 4-mc video channel. Channels on an oppositely directed coaxial would provide transmission for the telephone circuits and video channels in the opposite direction.

A coaxial cable would usually contain eight coaxials and, where fully equipped, would be arranged so that four transmit in each direction. Three of these coaxials in each direction would be available for regular assignment to television or other services, while the remaining one in each direction would be equipped for service protection and maintenance.

Radio equipment of the type being developed for use on the New York-Chicago radio system was assumed used in all sections where video channels would be provided by means of radio relay. This system is basically similar to that between New York and Boston, but incorporates a number of improvements . . . It is designed to operate in the 3700-4200 mc band and will provide broad-band channels each of which is suitable for either 600 telephone message circuits or a video transmission channel . . .

In last week's brief session, Thad H. Brown Jr., TBA counsel, characterized the rates as "of a staggering nature."

Supports DuMont

William A. Roberts, representing DuMont, supported TBA's views and challenged particularly AT&T's restriction on interconnection of its intercity channels with those of private operators or other carriers. Henry Weaver, representing Philco Corp., also expressed concern over this limitation, and asked for an early determination on the question. Mr. Roberts suggested a relaxation of the requirement, but John T. Quisenberry, AT&T counsel, said he saw no merit in deciding some portions of the rate question before the others.

Mr. Roberts also attacked AT&T's rates based on "occasion of use," declaring that the average monthly rate for eight hours daily service should be the basis for fractional use and asked this modification be made by mutual consent. He pointed out that $6,625 a month would pay for four hours daily use of facilities linking New York, Philadelphia, Baltimore and Washington at the regular shared-channel rate, but that the same sum would pay for only 23 hours of occasional consecutive time.

The DuMont counsel noted that the ultimate means of intercity transmission appears to lie "in the direction of microwave," and challenged the "monopolistic" implications in FCC's hints that common carriers eventually will provide all such service.

To Represent Radio

TWO representatives of radio will attend meeting June 29 of New York State Law Revision Commission covering problem of providing legislation enabling newsmen to protect sources of information. Representatives will be Michael R. Hanna, general manager of WHCU Ithaca and District 2 NAB director, and E. R. Vadeboncoeur, vice president of WSYR Syracuse.

WPIX OPENS

Salutes Presented by Six Operating Stations

SIX television stations, including all three in New York City, joined civic, business and religious leaders last week in welcoming WPIX, television station of the *New York News*, to the air. Each of the six provided a special ten-minute salute program to WPIX for broadcasting during station's four-hour inaugural broadcast the evening of June 15.

WMAL-TV Washington brought Wayne Coy, FCC chairman, to its studios to broadcast greetings to the new video station, and also gave the WPIX audience a cartoon-and-music review of the news highlights since the *New York News* started its own career in June 1919. WFIL-TV Philadelphia put on a special studio program for WPIX, and WMAR-TV Baltimore gave New York viewers a look at wrestling matches.

In New York, WNBT fed its regular television *Screen Magazine* show to WPIX for simultaneous broadcast; WCBS-TV produced a special musical salute in its studios and piped it to WPIX for broadcast by the latter alone. WABD utilized its Tele-transcription system of kinescopic recording to send WPIX a salute show which opened and closed with a live duplicate of the camera-man symbol of the *News*.

WPIX's achievement of getting on the air on date it had boldly announced the end of January when the construction contracts were signed was hailed by most of the welcoming speakers, who paid tribute to General Manager Robert L. Coe and Chief Engineer Thomas Howard for the accomplishment. Colby M. Chester, chairman of the board, General Foods Corp., representing the National Assn. of Manufacturers, also praised owners of WPIX for proving that "In a world beset by wars and rumors of wars, the pioneering spirit of America has not lost its faith. The investment of $1,500,000 which you have made in putting this station on the air," he declared, "is compelling evidence of your confidence in the country's future and in your belief that television will become a great national industry. We share that belief."

The four-hour inaugural program, including the first originations from the new WPIX studios as well as all of the special film and remote pick-ups, went off virtually without a hitch, entitling the engineering and programming staffs to an extra round of applause. To make this possible, Harvery Marlowe, program director, passed up the reception line to stay backstage and personally supervise the production of the full evening's schedule. Individual star of the evening, judging by audience comments received by WPIX, was John Tillman, former CBS announcer and m. c. who announced the complete WPIX opening evening's programs.

Of special interest to the thousands who had suggested slogans for WPIX was the telecast of Mr. Coe's presentation of a $5,000 check, first issued by WPIX Inc. to Benjamin Dollinger of Brooklyn, winner of the station's $10,000 slogan contest. The winning slogan: "The first word in news—The last word in entertainment."

CHET LONG

As well known in Central Ohio as the state capitol building. He has the highest Hooperating of any local news commentator. A printing of his "Closing Thoughts" pulled 3,600 requests in six days. Chet's air popularity is another demonstration of WBNS coverage of 163,550 families.

COVERS CENTRAL OHIO

ASK JOHN BLAIR

WBNS

POWER 5000 D-1000 N. CBS

KTTV'S TRANSMITTER BUILDING STARTED

CBS Hollywood has started construction of building to house KTTV Los Angeles television transmitter atop Mt. Wilson. Work is reported to be under direction of Barnes Compton, member of network's construction and building operations department.

Building, which is to be completed within approximately 60 days, will contain 1,900 square feet of floor space to accommodate main transmitter room, terminal room, shop, generator room, storage room and two bedrooms for engineers.

William Simpson Construction Co., Los Angeles, is general contractor. Shift to CBS Mt. Wilson site from originally projected location of *Los Angeles Times* was approved by FCC two weeks ago. Station is jointly owned by network and Times-Mirror Co.

Trends

(Continued on page 24)

a continuing growth of the policy.

TABLE VI

Do They Charge The Full Advertising Rate?	
Yes	73 %
No	27 %

Approximately three out of four stations report that newspapers charge the full rate—compared to 27% who say that this is not the case in their cities. (see Table VI).

TABLE VII

(Is This Charge) Payable in Cash or in Radio Time?	
Payable in cash	88 %
Payable in radio time	12 %
	100 %

The great majority (88%) of stations report that newspapers making a charge for radio program listings are paid in cash, compared with 12% who report that the charge is paid for in radio time.

FCC Issues Ruling On Educationals

RULES CHANGES to permit the operation of noncommercial educational FM stations with powers of 10 w or less were proposed by FCC last Thursday, bringing from educational radio officials a prediction that school broadcasting is "on the verge of a big boom."

Dr. Franklin Dunham, radio chief of the U.S. Office of Education, which has advocated the use of low-power FM for school systems, greeted FCC's announcement with a forecast that the next five years will see 1,000 educational FM stations on the air.

The Commission, announcing its proposal, said it felt this "will give a further impetus to development of non-profit educational FM." For "a few thousand dollars," FCC said, a low-powered station could get on the air and in general provide service over distances of from two to five miles. The power minimum heretofore has been 250 w.

Syracuse U., which has operated an experimental station of this type for the past year, and DePauw U. are both applicants for a 2½-w noncommercial educational FM station, and "other institutions have expressed interest," FCC reported.

Such stations would operate in the 88-92 mc portion of the FM band set aside for noncommercial educational systems. Normally 88.1 mc would be used by those with 10 w or less. If operation on 88.1 would cause objectionable interference, "the next higher frequency that would not cause objectionable interference" would be used, according to the proposal.

The Commission proposed appropriate changes in its rules to accommodate the operation of low-power stations. Statements on the proposed changes will be accepted until July 26, after which oral argument will be called if the statements appear to warrant it.

Dr. Dunham, who hailed FCC's action as "a worthy thing," is leaving today (Monday) for an extended tour which will encompass 30 schools representing the many institutions in which he said some 3,000 teachers and students are being trained this summer in broadcasting techniques and procedures.

Under FCC's proposals, applications for low-power educational stations will be considered in the light of the area served by the applicant's existing educational facilities, and the provisions of any statewide plan which may be on file with the Commission.

Reinsch

(Continued from page 22)

with the limited ownership of video receivers "it costs only three and one-half cents per person per demonstration" in New York.

Mr. Reinsch said that he was a "confirmed television zealot" and then continued by presenting facts on the growth of the number of television stations and the prediction of FCC Chairman Coy that "all channels in the 140 top markets will be gone by the end of this year."

The fact that when television stations are in operation the top-rating evening shows in radio homes drop sharply in their audience pull was presented to show that it "is foolhardy for standard broadcasters to cling smugly to the notion that their mode of service will reign supreme and inviolate forever." However, he did point out it was foolish to assume that standard broadcasting would die next month or next year since the public has more than a billion dollars in standard broadcast receivers.

Effect of Set Prices

"Standard broadcasting did not hit its stride until there was a low price set on the market," he said, and then it made radio "the most potent advertising medium with mass circulation and the public's confidence." Video set cost figures were then cited and the trend toward lower prices pointed up.

"We in radio recognize that there are evolutionary changes ahead, that readjustments are in the offing," he said, "but that various radio media will find a leveling off point." Readjustments in other media were also mentioned as he noted the growing tendency to listen rather than read and "now they look and listen. It will be a gradual transition and may never be a complete one."

With the decline of the percentage of national income being spent for advertising, Mr. Reinsch said, "there is ample opportunity to secure additional advertising" for the new medium.

In closing Mr. Reinsch stated: "Television? Certainly, it will set the world on fire. It will put every man-jack of you in the advertising business on the alert. You'll come up with the answer."

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

May 28, 1948

POWER INCREASE

5 KW

ON

550 KC

non-directional

5 KW WESTERN ELECTRIC

TRANSMITTER Now Being Installed

KOY

550 kc PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

CBS

NATIONAL REPRESENTATIVES JOHN BLAIR AND COMPANY

RMA

(Continued from page 26)

ing S. P. Taylor, Western Electric Co.

The three new directors are Allen B. DuMont, president of the laboratories bearing his name; John W. Craig, general manager of Crosley Division of Avco Manufacturing Corp., Cincinnati; and Herbert W. Clough, vice president of Belden Manufacturing Co., Chicago.

Leslie F. Muter, president of the Muter Co., Chicago, was re-elected RMA treasurer for the 14th year. Dr. W. R. G. Baker, vice president of General Electric Co., was re-elected director of the engineering department, and Bond Geddes, Washington, D. C., and John W. Van Allen, Buffalo, N. Y., were re-appointed executive vice president and general counsel, respectively.

Sales volume of the industry should continue at the record 1947 level, acording to President Balcolm, speaking at the Thursday membership luncheon which closed the convention. Rise in TV and FM set production will help maintain the billion-dollar pace of last year, he said. The 1947 output included nearly 20,000,000 radio and TV sets, 2,000,000 receiving tubes and $212,0000,000 in transmitting equipment.

TV set output will reach 600,000 to 750,000 units this year compared to 175,000 in 1947, he predicted, and 1949 may see a doubling of the 1948 production. TV impetus has hit high-priced radio sets, he said, and greater interest in FM will without doubt replace part of the previous AM production.

Mr. Balcolm foresaw possibility that the military preparedness program may affect production, as well as being "some type of government controls to our industry."

"Nevertheless, the radio industry proved its worth so well in World War II surely none of us doubts the ability of the many radio manufacturers to meet any kind of program which our Government may need," he said.

First year of TV and FM volume production, in 1947, also saw a return to normal competitive output, Mr. Balcolm said, and referred to present over-production of AM table sets. "FM set production was below its early expectations, while television receiver production was in excess of industry expectations early in the year," he declared.

Mr. Balcolm reviewed RMA services and activities and its cooperation with NAB in obtaining removal of AFM bans on televised music and FM duplication.

Record-breaking production last year also saw overproduction in some types of receivers, according to Paul V. Galvin, Motorola Inc., chairman of the RMA Set Division. Increased dollar volume of FM and TV sets should offset a drop in lower unit volume, he predicted.

Set manufacturing costs have risen, he said, pointing to the peak $1.20 hourly wage reported by the U. S. Labor Dept. Peace existed generally on the radio labor front, he said.

Mr. Galvin also referred to the military program resulting from world tension. "During the next few months the industry will feel its impact and RMA already has taken steps to meet the new responsibilities," he said. "The large military production presages definite results on our civilian output and also possibly future government restrictions and controls. Our job ahead is to program the dual responsibilities, continuing civilian activities and at the same time meeting the needs of our government."

Almost $100,000 has been spent on industry promotion programs by RMA in the past year, Mr. Galvin said, aiding all segments of the industry including distributors, dealers, broadcasters and servicemen. He recalled the Radio-in-Every-Room campaign and National Radio Week and reminded Radio Week this year, Nov. 14-20, again will be jointly sponsored with NAB.

Twenty-one recommended engineering standards have been issued during the year by RMA, according to Dr. W. R. G. Baker, General Electric Co., director of the RMA Engineering Dept. Another two score are in progress, he said, with 174 committees engaged in the gigantic study. More than 200 meetings were held and 379 reports published for RMA members.

Adaptation Speeded

Their voluntary adoption has speeded adaptation of technical advances to commercial use, he explained. Among standards issued were those covering TV and broadcast transmitters; broadcast audio facilities; home recording; antenna-to-set transmission line for TV sets. Most were revisions of prewar standards.

A proposed guide for school officials on use of radio in schools was approved by the RMA School Equipment Committee. It will use a slogan suggested by FCC Chairman Wayne Coy—"A Radio for Every Schoolroom" [CLOSED CIRCUIT, June 14].

Lee McCanne, Stromberg-Carlson Co., chairman of the committee, said the report covers progress in broadcasting but does not include TV sets because the committee felt video service is not sufficiently widespread to warrant such a study.

J. J. Kahn, Standard Transformer Corp., of the RMA Parts Division, said rapid growth of TV set output indicates a bright future for the component parts industry. TV sets use more parts than radios, he pointed out. He predicted faster productive pace will discourage some marginal operators.

"Industry estimates that there will be 870,000 video sets in use by the end of 1948," he said, "are dwarfed by prospects for the following four years—2,470,000 in 1949; 5,270,000 in 1950; 9,000,000 in 1951 and 13,500,000 in 1952."

Twenty-nine radio and component manufacturers failed financially in the last fiscal year, according to Chairman E. G. Carlson, Croname Inc., of the RMA Credit Committee. Ten were set makers, and two TV receiver manufacturers, he said. Ten parts wholesalers also failed.

Little prospect of a rise in American exports of sets and components is seen by James E. Burke, Stewart-Warner Corp., chairman of the RMA Export Committee. The predicted decline has occurred, he said, and doubted if government money to be spent in South America for merchandise to go to Europe under the recovery plan would bring a rise in exports. American firms have no foreign markets for FM or TV receivers, Mr. Burke said.

TAXI TV IN CHI

Profits, Popularity Go Hand in Hand

TAXICAB television paid off Chicago Cabbie Howard Le Duc in more ways than one last week.

Shortly after he installed a video receiver in his new cab, he picked up two men who had planned a 60-cent ride but became so engrossed in the wrestling matches they ran the meter up to $7.

"And besides, this tele set is making me popular," said Howard. "Thousands of people have gathered around my cab since I put it in."

Two weeks ago Jack Maypole, Chicago sportsman and Motorola distributor, installed a TV receiver in the back seat of his passenger car. It also works.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

with WDBJ *alone*

YOU CAN OPEN WIDE THE DOOR to the rich market of Roanoke and Southwest Virginia . . .

where ***23.7% of Virginia's Buying Power is Centered***

Surveys prove WDBJ is by far the most popular station throughout its coverage area of nearly 1,000,000 population. Buy WDBJ and you get not only this loyal listenership but an effective combination of wide coverage, prestige and service that sells.

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

WNDR

BASIC MUTUAL NETWORK

5000 watts, 1260

SYRACUSE, N. Y.

Studios in the Wilson Bldg.

Al Godwin, General Manager

Represented nationally by

Paul H. Raymer Co.

GOP

(Continued from page 21)

the extent required by war necessity.

"We insistently condemn any tendency to regard the press or the radio as instruments of the administration and the use of government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the Federal Communications Commission.

"All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles it will be a valuable contribution to future peace.

"Vital facts must not be withheld.

"We want no more Pearl Harbor reports."

Senator Lodge, whose job as Resolutions Committee chairman ranks in importance with the jobs of keynoter and permanent chairman of the convention, is a former newspaperman, having worked for Boston and New York dailies.

He did not commit himself on what action his committee would take on this vital part of the platform, but said he was in favor of a free press and free radio as inherent in specific constitutional guarantees. But he refused to comment on specific policy, such as what the GOP attitude should be on the role of the FCC until the subcommittees of his Resolutions Committee had investigated the matter and made their reports.

There was some indication that any 1948 statement of policy on freedom of radio and television, if included in the platform, would be considerably shorter than the 1944 version. Senator Lodge has stated that an effort will be made to keep the entire platform down to 1,500 words—about a third as long as the last one. This aim has won an enthusiastic response.

Meanwhile, on Thursday the BROADCASTING telegram asking for inclusion of a freedom of radio and television plank, was referred by the 104-man Resolutions Committee to one of its many subcommittees, the General Governmental Affairs Committee, of which Deane C. Davis, Vermont, is chairman.

This subcommittee met at Convention Hall to hear witnesses on the various matters brought to its attention. A representative of BROADCASTING called attention of the committee to the freedom of radio and television issue, thus giving the matter its second step toward becoming a platform plank.

Next step was expected at press time, when the subcommittee, an 11-man group, was scheduled to go into executive session to discuss the issue along with the other matters submitted for its consideration.

Members of this committee, all of whom are voting members of the 104-man Resolutions Committee, were drawn from all parts of United States. In addition to Chairman Davis, its members are: H. C. Blanes, Puerto Rico; Mrs. Mary Cramer, Fla.; Judge G. R. Dollar, Ala.; Mrs. Helen Eby, Wis.; Reginaldo Espinsoa, N. M.; Mrs. Mabel S. Frazer, Ind.; Mrs. C. H. Kelly, Mo.; Miss S. E. Thompkins, Me.; Kenneth Tuggle, Ky.; Melvin Hoiness, Mont.

Should the General Governmental Affairs Subcommittee act favorably, it would send a report on the issue to the Drafting Subcommittee as well as the Resolutions Committee. The Drafting Subcommittee was expected to complete its work Sunday or today. Its report will be considered by the entire Resolutions Committee. Late today or tomorrow it is expected that Sen. Lodge, acting for the whole committee, will present the platform to the entire convention.

Meanwhile, as matters of high policy in radio and television were up for consideration, radio and television personnel had moved into the convention city in a force outnumbering the delegates themselves. They made Philadelphia the communications hub of the country as the big networks switched controls from home offices to the Quaker City.

By week's end, the complicated task of wiring Convention Hall, setting up engineering equipment and other facilities for the radio and television reporters was virtually completed according to plans. Readers of trade paper reports of microphone, television, studio and other positions would readily understand the set-up on entering the hall. Moreover an inspection of radio positions reveals them as ideal from the standpoint of observing all action—superior, perhaps, to the positions of delegates themselves.

Not previously detailed, however, was the new sound system installed on radio principles in Convention Hall. This installation, by Raymond Rosen Co., RCA distributor in the Philadelphia area, provides loudspeaker facilities to every portion of the convention site, including restaurant, banquet hall, exhibition hall below the main arena and to the adjacent Commercial Museum. Thus a radio reporter will be able to follow the agenda as he takes off for corridors to interview subjects.

The sound system, which included a three-band radio tuner (FM, AM, shortwave) and numerous advances in such installations, will remain a permanent feature of Convention Hall.

Also set up were the latest television receivers of Farnsworth, General Electric, Motorola, Philco, RCA Victor and Westinghouse in the exhibition hall of Commercial Museum, adjacent to Convention Hall.

Philadelphia stations, meanwhile, were making the most of their convention opportunities. Several were planning to boost the city as "The Convention City," with WIBG and WCAU already carrying such announcements on station breaks. Famous commentators were scheduled to use the microphones of local stations to originate their programs.

Candidate Review

THE TELEVISION audience will be able to see and hear 19 possible candidates including every favorite son candidate in an exclusive telecast from 4 to 5 today (Monday), originated in the Republican stronghold of the Lincoln Room of the Union League, Philadelphia by WCAU-TV, Philadelphia. The telecast is being looked on by politicos in the convention city as a test tube to tell which candidates are telegenic.

DEMOCRACY JINGLES TAKE FIFTH AWARD

WNEW New York collected its fifth citation last week for "Little Songs on Big Subjects," stations transcribed tolerance jingles. The much-honored series received one of six "democracy awards" for advertising campaigns presented by New York Advertising Chapter, American Veterans Committee, at a dinner Wednesday June 16, in New York's Hotel Plaza.

WNEW's citation, for ". . . effective use of a familiar technique of radio advertising—musical spots—to educate its audience on good citizenship, tolerance and world understanding, and for successfully merchandising these spot campaigns throughout the country in other stations and through education brochures," was accepted for the station by Ted Cott, vice president and program director.

Other citations went to the Advertising Council, General Mills Inc.; Royal Metal Mfg. Co.; Sachs Quality Stores, and the city of New York. Entries were judged by Eldridge Peterson, editor of *Printer's Ink;* Mary McClung, general manager, *New York Post;* George B. Hotchkiss, head of New York U. Marketing Department, and Herbert Bayard Swope, publicity. The awards are first in an annual series to be given by the AVC Advertising Chapter.

PHILADELPHIA'S No.1 Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

Out In Amarillo, Texas

KFDA's

"Voice will soon Be Changing"

● Yes—changing to a more powerful, far reaching voice. KFDA will tell your message to the thousands of buyers in the Amarillo market most effectively . . . and at an economical cost.

ABC KFDA A NUNN STATION Affiliate

Amarillo, Texas

NOTE: Ask a John E. Pearson representative—or write Howard Roberson, KFDA Manager, for the facts.

Hennock In Balance

(Continued from page 22)

position by Democrats, who is opposed to the nomination?"

Sen. Wherry parried the thrust and threatened a Senate recess if the body failed to grant consent to carry over the nomination. He asked that consent be given "without any further ado about this matter, and let us take a recess and get a good night's sleep and when we return we probably will not have any argument over this nomination."

New York Sen. Ives asked that it be definitely understood that there was no opposition on the part of his state.

An open challenge was offered by Sen. Barkley for the person who was opposed to the nomination to "stand up and say so."

After consent to pass the nomination over without prejudice the Senate heard Sen. Hawkes pay tribute to the very feminine nominee.

"The nomination," declared Sen. Hawkes, "has the approval of the distinguished Senator from New York (Mr. Ives). It has the approval of many prominent Republicans in New York State. It has the approval of some of the most distinguished members of the Bar who have been friends of mine for many years . . . . they all give this lady a clean bill of health, and recommend her very highly. The Committee on Interstate & Foreign Commerce voted eight to nothing in favor of her confirmation. It is my earnest hope that, regardless of the party with which she is associated, her nomination may have the approval of the Senate at a subsequent executive session."

Reported 8-0

Miss Hennock's nomination had been reported by an 8-0 vote of the Senate Interstate Commerce Committee the preceding Monday. Sen. Capehart then voted "present," a sort of *nolle contendere* position wherein he could reserve his right to oppose the nomination on the floor.

Miss Hennock, a corporation attorney and partner in the law firm of Choate, Mitchell & Ely, of Broad Street, is regarded as a middle-of-the-road Democrat, but one who has worked avidly for both the New York state and Federal Democratic slates. Her forte has been campaign contributions.

In her forties, Miss Hennock was nominated for the Commission post by President Truman on May 24. Shortly thereafter, the Republican Policy Committee, headed by Sen. Taft of Ohio, decreed that no "controversial" appointments to independent agencies would be approved in view of the upcoming presidential elections, and the prospects of a Republican administration in January. Miss Hennock appeared before the subcommittee of the Senate Interstate Commerce Committee named to consider her nomination on June 9, but Sen. Capehart, a committee member was absent, and left his proxy with Chairman Brewster (R-Me.). Both Sen. Brewster and Sen. Johnson (D-Colo.) favored her nomination, and the 8-0 action of the full committee came last Monday.

During the subcommittee hearing, held in the office of the sergeant-at-arms of the Senate—an unusual procedure—Miss Hennock was introduced to more than a dozen members of the Senate. [BROADCASTING, June 14]. There was no indication of opposition at that time, and subsequently the policy committee is believed to have withdrawn its objection to her confirmation.

Miss Hennock had conferred with Sen. Taft last week, as well as with other senators.

It is generally felt in Washington officialdom that the appointment of Miss Hennock to the seven-man FCC probably will mean that henceforth there will be at least one woman member of the commission. The importance of the woman's viewpoint in radio affairs has been stressed. Republican opposition to confirmation was mitigated because the Republicans consistently have criticized the Truman administration for failure to appoint women to important Federal office.

Miss Hennock, an attorney since 1926, is not of the "club" set. She describes herself as a professional woman (See "Our Respects To"... May 31 issue).

Ewing Intercession

It was learned authoritatively that Oscar R. Ewing, Federal Security Administrator, spearheaded Miss Hennock's appointment. This was contrary to earlier reports that Mayor William O'Dwyer of New York had first recommended the appointment.

Miss Hennock had been consulted about other federal appointments in recent years but she said the FCC post "intrigues me" because of the many opportunities presented for public service in a field in which American womanhood is most vitally interested.

She said she felt that stewardship on the FCC would "round out my career" of more than 20 years in legal work. Some 15 years ago she was on the Washington legal staff of Judge Ferdinand Pecora, Senate prosecutor in the Albert Fall trials.

Mr. Ewing, an old political associate, dating back to the early New Deal, arranged for Miss Hennock to see FCC Chairman Wayne Coy in early May. She saw President Truman afterward with Mrs. India Edwards, chairman of the women's division of the Democratic National Committee.

Subsequently Miss Hennock conferred with Sen. Harold D. McGrath, chairman of the Democratic Committee, who, it is understood, advised her that the appointment probably would go to someone in Alabama or in the south, since the outgoing Mr. Durr is an Alabaman. Miss Hennock, however, pointed out that New York, the nation's radio hub, had no representation on the FCC. Her candidacy was actively supported within the committee by Paul Fitzpatrick, chairman of the New York State committee and identified with the ownership of WEBR Buffalo and the *Buffalo Courier-Express*.

NANCY OSGOOD, women's commentator at WRC Washington, models the latest thing in convention attire, a special hand-painted sun suit dress with bolero, designed by Charles Latshaw. The scenes are of Washington, Philadelphia and NBC radio towers with little placard-carrying delegates pacing the hem of bolero and skirt. While covering the conventions, Miss Osgood will appear on NBC television features from Convention Hall. Her announcer, Charlie Batchelder, will sport a tie in the same pattern.

Stratovision

(Continued from page 22)

side of the 200-mile radius it is designed to cover. The B-29 will pick up TV signals off-the-air from a commercial television station, it is understood, and relay them on Channel 6 while cruising at a height of 25,000 to 30,000 feet over Pittsburgh.

In recent tests Westinghouse has been getting signals from WMAR-TV Baltimore and rebroadcasting them on Channel 6.

The radio-press party will open with a luncheon at the Hotel Biltmore, New York. In the afternoon a Martin 202 will fly the party to Chillicothe, located roughly between Columbus and Cincinnati. The town was selected as typical of an area beyond the normal range of any metropolitan TV station.

The convention and fight TV programs stratovised from the B-29 will be viewed at Chillicothe, following a dinner at which Westinghouse officials will explain the whole Stratovision project.

That night the party will be taken to Columbus and Thursday morning will inspect the Stratovision plane at a Columbus airport. The group will be flown back to New York Thursday.

NBC is mailing audience promotion kits this week on NBC-"Life" convention coverage to seven East Coast video affiliates.

Three New AM's Granted by FCC

THREE NEW AM stations were authorized last Thursday by FCC including 1 kw daytime outlet on 730 kc at Merrill, Wis., to Rep. Alvin E. O'Konski (R-Wis.), Wisconsin broadcaster.

Power increases were given WTOM Bloomington, Ind., and WLDY Ladysmith, Wis., from 100 w to 250 w. WTOM frequency is 1490 kc, WLDY 1340 kc.

Inland Broadcasting Corp., Charles City, Iowa, received construction permit for 250 w daytime on 1580 kc. Principals are: Dean W. Hollingsworth, salesman of Rex Mfg. Co., Cedar Rapids, president and 60% owner; Robert J. Holland, salesman for Raytheon Mfg. Co. and Collins Radio Co., vice president and 22%; Lee K. Beznor, Milwaukee attorney and 19.6% owner of WEXT that city; secretary-treasurer 0.6%; John B. Heffelfinger, director of Midwest Engineering and Development Co., Kansas City, 0.2%; Loraine A. Cromy, 12.5% owner WEXT, 17.2% owner. Estimated cost of new station is $11,450.

Highland Broadcasting Corp., Peekskill, N. Y., was granted 500 w daytime on 1420 kc. Firm includes five individuals each owning 19.1%. They are: Peter C. Housekeeper, physics teacher and 50% owner Focus Antenna Co., maker of amateur antennas, president; Irving Cottrell, manager of local Singer Sewing Machine Co. plant, vice president; Joel Blake, WPAT Patterson, N. Y., announcer; Francis Vincent Lough, assistant to Mr. Cottrell, treasurer; and Max H. Levine of New York. Estimated cost is $16,056.

Congressman O'Konski is permittee of WLIN-FM Merrill and is publisher of the weekly *Mountrail River Miner* at Hurley, Wis. The AM outlet will cost an estimated $18,750.

Time Sponsors TV Films From Philly Conventions

TIME INC., New York, will sponsor telecasts of films covering the Republican and Democratic national conventions for *Life* magazine on stations outside the East Coast video network zone in addition to its sponsorship of NBC's off-the-floor convention coverage.

Daily 15-minute newsreels of convention highlights and daily kinescopic recordings of interviews with convention celebrities by *Time* and *Life* reporters will be processed in Philadelphia and flown to stations for use the following day. Daily ten-minute documentary films plus two special documentaries of 15- and 20-minute duration, will be shipped to the stations in advance for broadcast the same day as on NBC in the East.

TEN YEARS OF LEADERSHIP

Ten years ago the first AUDIODISC was manufactured . . . manufactured by a patented precision-machine process, which produced the finest recording disc known.

During this decade AUDIODISCS have been rated first in every field of sound recording . . . radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.

At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves **audiodiscs**

WMBD dominates PEORIAREA

with the
LION'S SHARE
of the audience

WMBD's continuing leadership in the rich Peoria market is graphically shown in the latest Hooper Station Listening Index (March-April, 1948). WMBD is the **ONLY** Peoria station to show a larger share of the audience in any time period over the previous report . . . and WMBD shows an increase in **ALL** time periods.

MORNINGS
(Mon. thru Fri.)

Peoriarea Station "A"	8.3
Peoriarea Station "B"	5.1
Peoriarea Station "C"	7.8
Peoriarea Station "D"	1.2
All outside stations	22.8
WMBD	**54.8**

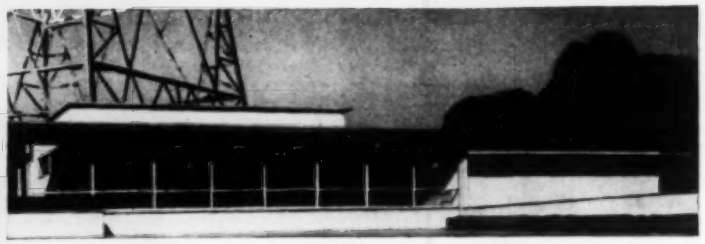
AFTERNOONS
(Mon. thru Fri.)

Station "A"	8.5
Station "B"	5.1
Station "C"	7.1
Station "D"	1.6
All outside stations	30.0
WMBD	**47.7**

EVENINGS
(Sun. thru Sat.)

Station "A"	16.1
Station "B"	8.9
All outside stations (Stations C and D do not broadcast evenings)	26.9
WMBD	**48.1**

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.



OPENING in early fall is planned by WOR-TV New York from building at North Bergen, N. J. The one story glass-enclosed structure will house TV, FM and relay transmitters, kitchen, work shop, machine shop and garage for mobile broadcasting units. Station will be on Channel 9 (186-192 mc).

* * *

WOIC, WOR-TV

Streibert Outlines Plans

(See other picture page 40)

PLANS for linking WOIC, Washington's newest television station, with WOR-TV New York and other key eastern cities, and subsequent program exchange within Mutual's proposed eastern regional TV network were outlined last Tuesday by Theodore C. Streibert, WOR president.

Mr. Streibert revealed the plans at ground breaking ceremonies for the transmitter building of WOIC, which is scheduled to start operation Oct. 1 on Channel 9. George Sterling, FCC commissioner, and other officials of WOR, which owns and will operate the Washington station, also took part in the ceremonies.

Mr. Streibert said WOR will open its New York TV outlet, WOR-TV, "soon after WOIC's debut."

MBS-TV Nucleus

"These stations," he said, "will become the nucleus of the Mutual eastern regional television network. The programs originated by the two stations will be furnished as Mutual program service to the members and affiliates of Mutual which operate television stations. Also film recordings of these programs will be offered to affiliates not connected by the coaxial cable or microwave relay." Plans call for broadcasting films, especially news, on a delayed schedule, enabling WOIC audiences to see morning events at night. Congressional committee hearings are among the events to be televised.

J. R. Poppele, WOR vice president in charge of engineering, who attended the ceremonies, said provision had been made for shortwave, microwave and relay equipment and terminals for coaxial television cables. Other facilities include, in addition to its RCA transmitter, a projection room for advance film viewing, an editing and cutting room, a viedo control desk and a "scope" for checking programs from other stations and images received during remotes. A 300-ft. TV tower and antenna already have been erected.

Plans for WOIC transmitter were prepared by Berla & Abel, Washington architects. The building will be constructed by Davis, Wick & Rosengarten, also of D. C. WOIC's site, approximately 30,000 square feet, was acquired by WOR two years ago.

A BASEBALL guide and record book, edited by Red Barber and Connie Desmond, has been distributed throughout the industry by WHN New York.

WALTER CRAIG HEADS NEW AAAA COMMITTEE

WALTER CRAIG, vice president of Benton & Bowles Inc., New York, has been named chairman of radio and television production committee, established by American Assn. of Advertising Agencies.

New group, formerly called the radio broadcasting committee, will deal with talent and other relations in the two fields. R. J. Scott, president of Schwimmer & Scott Inc., Chicago, is vice president. Other members are:

Leonard T. Bush, Compton Advertising Inc., New York; Leonard Erikson, Kenyon & Eckhardt Inc., New York; Holman Faust, Mitchell-Faust Advertising Co., Chicago; T. F. Harrington, Ted Bates Inc., New York; Henry Legler, Warwick & Legler Inc., New York; Paul Louis, D'Arcy Advertising Co., New York; Ezra McIntosh, J. Walter Thompson Co., New York; A. E. Morgan, Richard A. Foley Advertising Agency Inc., Philadelphia; C. Burt Oliver, Foote, Cone & Belding, Hollywood; Arthur Pryor Jr., BBDO Inc., New York; C. M. Robertson Jr., The Ralph H. Jones Co., Cincinnati; Chester MacCracken, Doherty, Clifford & Shenfield Inc., New York; Alan Wallace, Needham, Louis and Brorby Inc., Chicago, and S. L. Weaver, Young & Rubicam Inc., New York.

Kenneth Godfrey of the AAAA is committee secretary.

'McGEE' SHOW KEEPS ITS HIGH RAP RATING

A CROSS-SECTION of collegians throughout the country gave *Fibber McGee and Molly*, Henry Morgan and *Baby Snooks* highest ratings in the Radio Acceptance Poll for the week of April 18, it was announced June 10.

Workers at RAP headquarters, St. Joseph's College, Collegeville, Ind., tabbed 1,546 votes for the three "highly acceptable" shows. Eleven programs, with Fred Allen, Jack Benny and *Charlie McCarthy* heading the list, won "acceptable" ratings. The *Jim Backus Show*, lowest among the 11, netted almost three times as many points as the Bob Hope program, which ranked last.

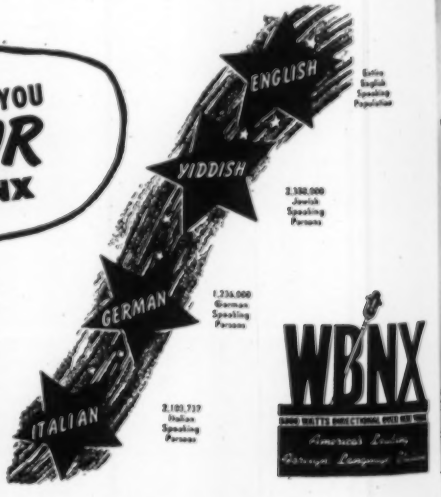
Three hundred and four college students, specifying individual star preferences as well as programs, gave Jim Backus, Bob Hope and Jerry Colonna "barely acceptable" ratings. Cumulative opinions of the "good taste" listening audience sampled in 28 weekly polls show the *Fibber McGee and Molly* and Bob Hope programs as consistently the best and the worst, respectively.

All Radio Presentation Plan Endorsed by NARSR

NATIONAL ASSN. of Radio Station Representatives at its quarterly meeting in New York June 9 approved unanimously a resolution which ". . . heartily endorses the plan of the All Industry Radio Committee and recommends to its membership that they participate in the All Radio Presentation individually on the same basis as radio stations."

If association's 27 members do not participate in the All-industry presentation in sufficient numbers individually, NARSR itself will take appropriate endorsing action, it was indicated. A spokesman for the group said, however, it was his belief that the response of member firms will make such action unnecessary.

1 GETS YOU FOUR on WBNX



It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

WPAT 90% Stock Sold to Newspaper

Flamm, Cosman to Relinquish for $464,400

NEGOTIATIONS for the sale of 90% of WPAT Paterson, N. J. by Ronald Flamm and James V. Cosman to the *Passaic Daily News* for a stripped price of $464,400 were completed last week, subject to the customary FCC approval. The *Daily News* is controlled by the Dow H. Drukker family and operates WWDX (FM) Paterson, community outlet which presumably will be sold since the WPAT transaction includes a Class B FM grant.

The Drukkers were known to have been negotiating, prior to reaching the agreement on WPAT, for the purchase of WLIB New York from Mrs. Dorothy Thackrey, with plans to move it to Paterson. Mr. Flamm, former owner of MCA New York, is selling his half interest in North Jersey Broadcasting Co., WPAT licensee, and Mr. Cosman, president, is selling 40% and retaining 10% (one share of which is held by his wife). Mr. Cosman will remain with the station.

For purposes of the negotiations, 90% interest in the station was given a stripped value of $525,000. The station is an independent daytimer on 930 kc, with 1 kw.

The sales price for the 90% was set at $527,000, which includes $63,000 in net quick assets. Mr. Flamm is to receive $293,000 and Mr. Cosman $234,400. A $50,000 deposit was made with the signing of the contract and the remainder, up to 95% of the total purchase price, is to be paid on the day of closing. The remaining 5% is to be paid within six months.

Appropriate applications for FCC consent are being prepared by the Washington law firms of Dempsey & Koplovitz representing the Drukker interests and Wheeler & Wheeler for the present owners of WPAT. The contract provides for termination of the agreement if FCC fails to act within two years, unless extended by mutual consent.

CUTS NETWORKS
Earth Moving Machine Breaks Transcontinental Cables

ANONYMOUS operator of an earth moving machine at work on a construction project in the hamlet of Chappell, Neb., last week became the man least likely ever to get a job in radio. In a spasm of unbridled digging, he ripped up the transcontinental cables of all four networks, silencing in whole or part more than a dozen shows.

At 2:19 p.m. last Monday each of the four networks was suddenly cut in two. Shows originating in the West could not travel East past Chappell and shows from the East could not reach the West. The situation prevailed until approximately 3:45 p.m. by which time the A T & T had managed to reroute all network lines around the break.

A total of 15 programs on all four networks were affected in some parts of the country.

Agency's Dallas Branch Bought By Ad Executive

DALLAS office of Glenn Advertising Inc. has been purchased by Ted A. Workman, vice president and for the past 11 years its manager. New firm will operate under the name of Ted Workman Advertising and remain at 1342 Liberty Bank Bldg.

Mr. Workman's accounts include Taylor-Howe-Snowden, Dallas, radio representative; T-H-S stations, Lone Star Chain, Oklahoma Network and other individual stations. Ray K. Glenn, president, will continue to operate Glen Advertising offices in Fort Worth and Hollywood. He takes the Frito corn chip account with him.

FM Slogan Contest

CONTEST among FM Assn. member station personnel to devise a slogan describing superiority of FM as a medium will be conducted by FMA, with prize winners to be announced Sept. 29 at the FMA convention in Chicago. Five Stromberg-Carlson radios will be awarded winners.

WNBQ SET TO INSTALL ITS VIDEO FACILITIES

PLANS for the Sept. 1 video debut of WNBQ, NBC's Chicago outlet, were advanced last week by arrival of the television transmitter and preparation for erection of the antenna soon after July 1.

Although a shortage of steel caused delay in shipment of the antenna and its base, Chicago network officials last Wednesday expected delivery before the weekend. The antenna, 70 feet high and 631 feet above ground level, will serve both TV and FM stations from the roof of the Civic Opera Bldg.

NBC's original plan to convert space into one huge two-floor room has been altered to include two rooms of one story each. Television and FM transmitters, now in storage until construction work is completed, will be housed in one room. Headquarters for both operations will be located on the 42nd and 43rd floors of the building.

Meanwhile, electrical contracts have been let, and installation of power cables and other lines will begin soon. A special video cable from the transmitter site to Illinois Bell Telephone Co. headquarters nearby will be laid to connect with existing cable between the Merchandise Mart, NBC AM studio site, and the phone company office.

A. H. Green Appointed KHON General Manager

APPOINTMENT of A. H. Green, general manager and co-owner of KIPA Hilo, Hawaii, as general manager of KHON Honolulu was announced last week by Ralph M. Fitkin, president of the Honolulu MBS outlet.

Mr. Green succeeds Webley Edwards, veteran Islands station executive, who resigned recently to devote his entire time to programming operations.

Mr. Edwards is the producer of *Hawaii Calls*, a weekly sustaining program originating in Honolulu and relayed to MBS. The program has been on the air since 1935 except for a break during a portion of the war period. Mr. Edwards was CBS correspondent in the Pacific area during World War II.

Mr. Fitkin and Mr. Green are in the United States on station and Aloha Network business and plan to return to Hawaii by July 1.

New KDKA-FM Tower

NEW FM-TV tower of KDKA Pittsburgh has been completed and is now being used by KDKA-FM, station announces. All KDKA programs from 10 a.m. to midnight are being duplicated on KDKA-FM. New Westinghouse transmitter was put in use at the same time. Station is on Channel 225, 92.9 mc, and will also continue to use low band frequency of 47.5 mc.

It's 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC · 5000 WATTS · FULL TIME

QUESTION:

What in Washington, D. C. tops the elevation of the Washington Monument.

ANSWER:

The new **WASH-FM** antenna—more than 200 feet higher than the top of the Washington Monument.

RESULT:

That's why **WASH-FM** covers lots of people and produces *Sales RESULTS* in the Nation's Capital.

National Reps:
FM REPS, INC.
"A Dillard Station"
Hudson Eldridge, Mgr.

Promotion

FOLDER of five golf tees was distributed to the trade by WBZ-TV Boston, as part of its opening promotion June 9. Red, plastic tees are enclosed in match-book type folder. Cover of folder is headed "T-Day (formed with drawings of golf tees) . . . Television's Tee-off in Boston WBZ-TV." Inserted inside folder is small, paper golf flag inscribed: "June 9," with 9 encircled to depict Hole 9. Inside flap contains score card and statement: "Close Cover Before Stroking." On back of folder is printed: "WBZ-TV (Channel 4) Means Television in Boston."

'Wallflower Party'

"WALLFLOWER Breakfast Party" was given recently by KQV Pittsburgh at local theatre on tie-in with Warner Brothers. Coffee and donuts were served to guests at 8 a.m., followed by three hours of entertainment. Picture "Wallflower" was shown on screen and half-hour radio show and informal fashion show were among list of entertainment. Each guest received candy and flowers and chance to win one of numerous doorprizes. Using Leap Year theme, lady guests paid regular theatre admission but each could bring gentleman guest free by writing station for his ticket. Ticket carried picture of girl and boy on front with letters "He's your guy—Here's his ticket!" Back of ticket gave date, and program of show and "Tell your gal friend to get hep!—see 'Wallflower'." Sound trailers were shown five times daily in local theatre advertising "Wallflower Party."

'KJOE' Is Born

MYTHICAL Godfather was role of KFEQ St. Joseph, Mo., during Freedom Train week there, when station fostered another station, "KJOE." Idea started in General Activities Committee meeting of St. Joseph Chamber of Commerce. Out of meeting grew KJOE, Voice of Good Joes, for which the city is famous. KFEQ's studios and engineering facilities were used along with voices of civic leaders and every hour on the hour, from noon to store-closing time, KJOE plugged the Freedom Train and promoted St. Joseph Krug Park Bowl attractions. KJOE consisted of series of loud speakers, pointed in all directions from atop of KFEQ Bldg., operating effectively for many blocks. For two weeks KJOE, from its rooftop transmitter, disbursed words of civic leaders, dressed up with transcriptions of Liberty Bell and patriotic songs.

Gorilla Fund

NEW GORILLA will soon greet visitors to Cincinnati Zoo, thanks to combined efforts of Ruth Lyons of WLW Cincinnati, "Cincinnati Enquirer" and RKO. Fund started by "Enquirer" to replace "Suzie," zoo's gorilla who died last winter, was short of its $10,000 goal, so Miss Lyons stepped in to help out. She moved her entire show, "Morning Matinee," into RKO Grand Theatre for week of broadcasts from stage. In addition to usual prizes and gags on show other giveaways and stunts were added to format in connection with theatre showing of "Bring 'Em Back Alive." Frank Buck appeared on opening broadcast. Tickets sold for event entitled holders to hour broadcast, movie, and visit to zoo any time this summer.

KWTO Freedom Float

AS CLIMAX of week-long salute to American heritage, Springfield, Mo., early this month staged mile-long parade to welcome Freedom Train. Highlight of parade was float entered by KWTO Springfield, which had presented special broadcasts all week. Float consisted of 38 feet of tractor and flat-bed trailer decorated with aprons and overhead banners in red, white and blue, and presenting series of four tableaux, each at different level. Each tableaux was labeled with democratic obligation it represented: Voting, Defense, Jury Duty and Keep Informed. Scenes were cast by Springfield Little Theatre. First, with cast of four contained voting booth and voters; second scene presented three jurors in box, witness on stand, robed judge and lawyer; two soldiers in battle attire stood "at ready" in Defense scene, and fourth scene presented family group studying and listening to radio. To one side stood KWTO Newscaster Joe Slattery reading, over public address system, stirring and education script.

G.I. Farm Contest

G. I. FARM FAMILY contest is underway in Iowa, sponsored by WHO Des Moines, Iowa State Fair, and Iowa department of American Legion. Contest is designed to recognize forward-looking farmers who are World War II veterans, and who have returned to "occupation of farming and are attempting to improve place of agriculture in American society." Contestant must be married with one or more children, live on Iowa farm and be active in farm operation. Entry must be made on official entry blank obtained at American Legion Posts before July 15. First prize to state winner is trip to Washington; second to district winners is trip to Iowa State Fair and a plaque; third are certificates awarded to county winners.

WWL Beauties

THREE BEAUTIES of the Deep South, are described in promotion folder being distributed by WWL New Orleans. Front cover shows picturesque photograph of plantation in Louisiana, which is listed as No. 1 beauty. Inside photo shows No. 2 beauty as Esso Oil Refinery, Baton Rouge, and No. 3 beauty is WWL coverage map of the Deep South. Printed in light blue and white, back cover of folder states, "The greatest selling power in the South's greatest city . . . WWL New Orleans."

'New Look' for Schedules

MONTHLY PROGRAM schedules of WJHP Jacksonville, Fla., have taken on "New Look." Front and back covers have been converted into newspaper, which is splashed with pictures of local radio personalities, news of local and network shows. Title of publication is "WJHP Program Parade." Station also has sent promotion letter to its clients outlining best ways to get "maximum value for your radio advertising dollar." Suggestions to timebuyers are illustrated wth small cartoon depicting WJHP radio client ringing up cash register with sack of money near by.

Double Header

DOUBLE-HEADED merchandising promotion piece is being distributed by KSTP Minneapolis-St. Paul in conjunction with Nash's Coffee. When opened, pop-ups of Cal Karnstedt and Roch Ulmer, personalities on Nash's shows, appear. Top half of blue and white piece shows two containers of Nash's Coffee with copy "Nash's Coffee presents 2 great selling stars!" Other copy tells of growing demand for the coffee due to advertising over KSTP and the advisability of having it on hand. KSTP mike and facts about the station also appear.

KGVO Receptacles

TWO WASTE RECEPTACLES for use on city street corners have been donated to the city of Missoula, Mont., by KGVO that city. Twin bins stand 43 inches high, gun-metal in color, and carry legend "Presented to City of Missoula by Radio Station KGVO."

'GOLD'-Fish Derby

"GOLD"-FISH Derby was launched by KSL Salt Lake City when fishing season in Utah opened. Station placed 500-cash-prize fish in the lakes and streams. Each fish bears tag with KSL call letters and number that corresponds to cash prize from $1 to $50. Sandwich sign, carried through downtown sections of Salt Lake City by two men clad in hip boots carrying fishing poles and passing out announcement cards of the derby, were part of advance promotion for the derby. Posters announcing the derby were placed in all local sporting goods stores, and publicity stories were run in local newspapers. Station also arranged for special series of quarter hour programs titled "Let's Go Fishing," which will continue weekly until fall, in a drive to enhance sport of angling and to accentuate care and preservation of natural resources. Fishermen catching "tagged" fish will appear on the program whenever possible.

Glo-Bo for Bikes

GLO-BO tape has been offered free to bicyclers by WIBW Topeka, Kan., and Topeka Lions Club. Tape is placed on bikes for safer night riding. Station reports over 2,000 bicyclers have taken advantage of offer.

'7,000,000 To 1'

FOUR-PAGE promotional piece called "7,000,000 to 1," has been distributed by WFIL Philadelphia. Folder points out that there are more than 7,000,000 potential listeners to 1 radio station—WFIL—in the area. Message stresses fact that station's 5 kw power reaches 7,287,205 people, which is 2,586 442 more than its former power of 1 kw. Message also states that no general rate increase accompanied step-up in audience.

Handkerchief Hunt

HANDKERCHIEFS inscribed with "Greetings from Ella Mason" were mailed fortnight ago throughout the industry to introduce new "Drop the Handkerchief" contest on "Ask Ella Mason" program, on WHN New York. Persons finding any of the 200 handkerchiefs that will be dropped throughout the five New York boroughs, Westchester, Long Island and New Jersey, may present them during program in exchange for a gift.

City Popularity Contest

POPULARITY contest for cities is being conducted by Bernie Adams over WPDQ Jacksonville, Fla., during "Musical Clock" and "Fun Barn." Total votes are judged by percentage of population, so small towns as well as large cities have equal chance to win. City currently having most votes is saluted each week by Mr. Adams. Winning city will receive prize in the form of personal appearance by WPDQ's "Dixie Jamboree" gang. Whether performance is free or used to raise funds for one of city's charities is up to winning city.

WLAW Brochure

UNDER reproduction of masthead of New England's "Boston Post," WLAW Lawrence, Mass., has nationally circulated its latest brochure calling attention to fact that "Boston Post" "joins 25 other New England newspapers featuring program schedules of WLAW and WLAW-FM." Front cover states: "Millions of Post readers can now follow American Broadcasting Co. programs and special local features which ma... WLAW's 50 000 watts New Englan... Most Powerful Radio Sales Influence... Inside spread contains reproduction ... a Post's radio column with stati... complete listings for day, and six ho... and network features under head ... "Radio Headliners." Back page is d... voted to coverage map of station a... slogan of "Over 4,000,000 Listeners ... Your Sales Message."

KCKN Promotion

PROMOTION PIECE has been distri... uted by KCKN Kansas City in ser... describing station's listening cover... and selling effectiveness in the "Si... Hundred Million Dollar Market ... Greater Kansas City." Front cover sh... ries housewife with mop and liste... ing to radio with slogan: "In Great... Kansas City, Alert Women Listen ... KCKN." Brief message on back co... under head ". . . in Greater Kans... City, Alert Advertisers Sell Mo... Through KCKN." states why adve... tisers should buy on KCKN.

KOOL's Anniversary

FIRST ANNIVERSARY program sched... ule has been released by KOOL Phoenix, Ariz. Printed in blue and white, cov... features photographs of all staff mem... bers, including extra-large shot of Gen... Autry, station owner. Brief message o... first page draws analogy betwee... growth of Phoenix and expansion o... KOOL during its first year. Back cov... is devoted to an open letter to listener... by station's general manager. Cente... pages detail KOOL's program schedu... for month of June and break dow... broadcasts to network, local, sustainin... and commercial.

WNBT's 'Sports Review'

SIX PANEL folder is being distributed by WBT Charlotte, N. C., plugging hig... Hooper and availability of Lee Kirby ... "Sports Review." First four panels sho... banner head in Flashcast type letter... announcing "an 18.2 Hooper [illegible] Harried business man with a sales pro... lem sees the head, grabs the phone an... completes the deal. Last two panels gi... facts about WBT coverage and the sho...

Record Folder Honors M.C.

RECORD ENVELOPE, carrying Vic Da... mone Mercury record of "A Boy from Texas, A Gal from Tennessee," ha... been released and features picture o... Freddy Krell, disc-jockey of WSAM-WSAL Saginaw, Mich. He is pictured along with plug for his programs and air times. Mr. Krell is known as "Yo... Fat Friend Freddy" on his "Makin... Music with Mercury" show.

Promotion Personnel

GORDON GRANNIS, formerly with KSFH (FM) San Francisco, has joined advertising, promotion and publicity department of KGO same city.

TOM PAPICH, head of research for CBS Western Division sales promotion department for past four years, has resigned, effective June 28, to join Frank Fortier Productions, Hollywood. No replacement has yet been named.

Fire Institute Commends Cooperation in Syracuse

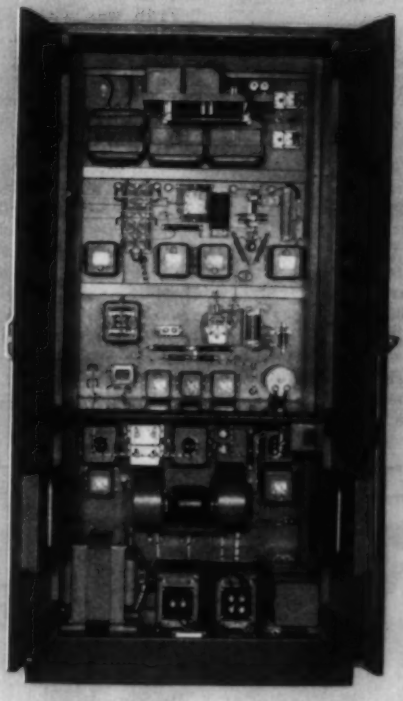
FIVE SYRACUSE, N. Y., stations, WAGE, WFBL, WNDR, WOLF, and WSYR, were commended by Paul W. Eberhardt, president of the Fire Protection Institute, for their cooperation in the fire safety campaign held there May 16-22.

The stations provided time for an intensive spot announcement schedule and appearances of "Fiery Felix," symbol of the fire menace, played by Larry Harding, former New York radio director.

Following requests from 11 cities for information on the Syracuse drive, the Fire Protection Institute will prepare sample radio scripts and other material.

LIONS International honors go to Charles Beardsley, chairman of the board of Miles Laboratories Inc., Chicago for his service to American youth through sponsorship of "Quiz Kids" and promotion of better education in the annual Best Teachers Contest.

Front view of the Collins 300G. The tube spar covers are quickly removable.



Rear view showing symmetrical layout and complete accessibility.

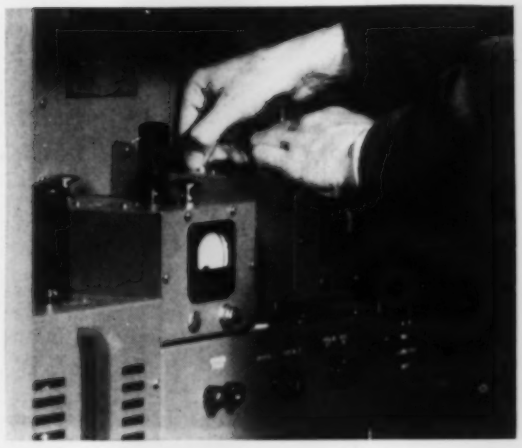
America's most get-at-able 250 watt AM transmitter

The vertical chassis design of the Collins 300G transmitter provides *complete* accessibility for servicing.

The front door opens to all tubes, and to the two separate and complete plug-in oscillators which are standard equipment. Either oscillator may be selected instantly by means of a convenient switch, after which the other can be unplugged and lifted out with a single motion, for adjustment or repair. Readily removable tube spar covers give complete access to front compartment components and wiring.

All of the transmitter's other components are exposed by opening the rear doors. Removal and replacement, if ever necessary, are quick, one-man jobs.

The 300G is soundly engineered throughout, featuring high fidelity, low noise and distortion, high safety factors, low power consumption, and thoroughly reliable operation. Only 8 tube types are used, thus minimizing replacement spares. Your staff will find this fine transmitter easy to live with, and will take pride in its performance. Ask us for complete details.



Either oscillator can be selected for operation, the other unplugged and removed.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

Get the facts on our new

HOOPER BUILDER

The Station-Tested

"HOME QUIZ"

Has a brand new twist!
It's highly merchandisable!
Multiple sponsorship!
Exclusive franchise!
Nominal cost!
WRITE TODAY!

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

KFMB *sells* **SAN DIEGO**

...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people . . .

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Feature

(*Continued from page 14*)

plain folks," it invented "cyclical" programming to "subtly educate Pullman's 4,000 booted and flannel-shirted inhabitants."

Cyclical programming is merely progressive programming devoid of the sudden or sharp transitions which sometimes send listeners scurrying for other frequencies. With KWSC it works this way: First, either popular music or news is aired for two hours as a "warm-up." Then the musical cycle progresses through familiar, novelty, semi-popular concert, semi-classical and classical veins. Cycles usually take two hours to complete.

On Tuesdays, Fridays and Saturdays cyclical programming ends with the 6 to 7 p.m. period when the station switches to the back-to-back block technique. But on Mondays and Wednesdays it is carried into the evening hours. In any event, from 6 to 7, KWSC plugs its nighttime programs, which include sports remotes, public interest events (by means of tape recorders) and popular comedy and educational dramatic shows.

Combatting Competition

Because it must compete with the networks, the station slots its best entertainment offerings in what it considers the chinks of collective network armor—the 9:30-10 p.m. and 6-6:30 p.m. stanzas. Immediately before and after those periods program emphasis is slanted to educational fare.

KWSC draws on State College student personnel for station operation at all levels. The system augurs for a constant influx of new programming ideas, according to Mr. Hayward. Nor does it end there. Early this month KWSC extended awards, sponsored by Edward R. Murrow, CBS commentator, to two of State College's radio students at a banquet of the National Collegiate Radio Guild (an honorary society of students). Winner was Robert Concie (see cut).

The station plans to place 15 of its crack radio specialists in commercial stations this month.

Canada RMA Officers

F. R. DEAKINS, president of RCA Victor Co. Ltd., Montreal, was elected president of Radio Manufacturers Assn. of Canada at 19th annual meeting held at Toronto June 15. R. A. Hackbusch, vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was elected vice president. S. D. Brownlee was re-appointed executive secretary. Prior to going to Canada in 1944 as president of RCA-Victor, Mr. Deakins was manager of apparatus division of RCA, Camden, N. J. Mr. Hackbusch is chairman of RMAC tariff committee and FM and TV committee.

Sponsors of Co-ops On ABC Rise 21.5%

ABC last week announced that it has sold remaining unsponsored segments of *Stop the Music* and the *Breakfast Club*, and that the number of its co-operative program sponsors has increased 21.5% since a year ago.

The network's leading advertiser, General Mills, has signed to sponsor the first quarter-hour segment on the *Breakfast Club* for 41 weeks, effective Aug. 16, on behalf of Kix. Tatham Laird, Chicago, is the agency. The weekday series is heard from 9-10 a.m.

Eversharp rejoins ABC's sponsor roster Sept. 19 when it will begin sponsorship of the second 15-minute portion of *Stop the Music*, Sunday night series heard from 8-9 p.m. The 52-week contract was placed through Biow Co., New York.

Other General Mills-sponsored programs are *Lone Ranger, Green Hornet, Famous Jury Trials, Betty Crocker Magazine of the Air* and *Jack Armstrong.*

Other *Stop the Music* sponsors, in addition to Eversharp, are Smith Bros. (cough drops and cough syrup); Speidel Corp. (wrist-watch bands) and P. Lorillard Co. (Old Gold cigarettes). Swift & Co. and the Philco Corp. are other sponsors on the *Breakfast Club.*

ABC pointed out that automobile dealers jumped from second to first place during the past year with a gain of 74.1% in sponsors for 14 co-op programs. ABC now has a total of 784 sponsors for 14 co-op programs, as compared with 645 advertisers on 12 such programs, a sponsor increase of 21.5%.

Reflecting the increase, the network's billings for the talent on such programs are running at the rate of $1,000,000 a year, and co-op time sales on ABC affiliates are expected to exceed $3,000,000.

Martin Agronsky, with 136 advertisers, tops the list of ABC co-op programs. He had 96 sponsors last year.

Lightning Troubles

LIGHTNING caused double trouble at WLAW Lawrence, Mass., when it silenced both the AM and FM transmitters. First bolt scored by knocking both operations off the air, power lines failing in both instances. A 5-kw emergency AM transmitter was put in service but a defective circuit breaker halted that operation. Trouble there was repaired just in time for a second bolt to cause another power failure.

On All Accounts

(*Continued from page 14*)

in the *Adams' Family* (on WLS). She also did assorted commercials on WBBM Chicago and NBC, as well as a *Spanish by Radio* series on WEDC Chicago.

A year before the war Fran was asked to join a special government service, an emergency setup which antedated all USO activity. Its purpose was to organize servicemen's recreation centers in Illinois. When USO took over in 1942, Fran switched exclusively and permanently to television. (Actually her interest was kindled as far back as 1934 at a TV demonstration at Chicago's World Fair.)

Fran was with WBKB Chicago from 1942 to 1945. She accepted several free-lance assignments from R&R and later was appointed to her present position. This month marks her third year with the agency.

Fran is unmarried and lives on Chicago's north side. Her hobbies are Paul Bunyan folk lore, collecting material for children's programs—and the theatre, of course. One of the prime movers behind the Chicago Television Council, she recently was elected secretary of the newly-formed organization.

REGISTRATION for the seventh annual NBC and Northwestern U. Summer Radio Institute will take place on the university campus in Evanston, Ill., June 25. Classes will begin Monday, June 28.

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Programs

MYSTERY sound effect show is new telephone gimmick of WJW Cleveland. Three telephone numbers are used during fifteen minute show (5:30-5:45 p.m.) titled "You Name It." Sound effect is played and with additional help of poem, listener must identify the sound. Person correctly identifying sound receives Pullman traveling bag, and those who fail to identify it, receive consolation prize of zippo lighters. Listeners not called may write in, with first post card received winning prize. Program is heard Mon.-Fri. and sponsored by Southwest Ford Sales Co. of Cleveland.

Gives Away People

PEOPLE—live, living people" are the giveaways on new "Dick Randall Comedy Show" heard Sundays over WGYN-FM New York, through cooperation of National Laugh Foundation. Mr. Randall, publisher of "Humor Business," is m.c. of show and is assisted by members of Theatre of Comedy and Gagwriters Institute. Housewife listeners are invited to participate in contests and win people—Gagwriters Institute members who are at their beck and call to do errands, baby-sitting, dish-washing, etc.

WCLT Program Awards

NO LESS than one year on the air, WCLT(FM) Newark, Ohio, reports it has received state and national recognition for several of its programs. First to be honored was "Hi Time," written, produced and broadcast by students of Newark schools under supervision of P. Smith and Joan Patton. Program won first prize in contest at Ohio State for "Among These Licking Hills," written and produced by Glen Bamman, won first place in competition at Fenn College in Cleveland. "Newark Town Meeting of the Air," sponsored by Junior Chamber of Commerce, brought station honors by placing high in state-wide competition at Jaycee convention in Cincinnati, and winning first place in Civic Improvement Project Group at National Jaycee convention in Philadelphia.

'Party Line'

SINGING of old-fashioned party line telephone is opening for new Mon.-Fri. 2 p.m. program titled "Ted Gouldy and the Texo Party Line" heard over WBAP (820) Fort Worth. Highlight of program is actual telephone call to some rancher, poultryman or farmer to learn "What's happening down your way?" Program is sponsored by Tex-O-Kan Flour Mills Co., Fort Worth; agency is Rowland Broiles Co., same city.

Mock Invasion Filmed

REALISM in war maneuvers was reenacted for WMAR-TV Baltimore television news when combined Army, Navy and Marine Corps units staged mock invasion in Chesapeake Bay to "attack" Army Chemical Center at Edgewood, Md. Cameramen covering event were able to record machine gun installations, protective smoke screens and ordnance equipment as it rolled ashore. Presentation of filmed event on WMAR-TV coincided with "D Day" observances in Baltimore.

Staged in Prison

NORFOLK (Mass.) State Prison was scene of recent program recorded for airing over WHAV Haverhill, Mass. The "WHAV Listeners Forum," weekly program, was moved to the prison where Raymond N. Hutchinson of Haverhill High School faculty, and Dr. Dale R. Mitchell, dean of Bradford Junior College, were matched against two prison inmates. Subject was: "Should a federal world government be established?" Broadcast marked first time the 15-year old prison debating club had spoken before microphones. Program was recorded before audience of some 300 inmates who were invited to submit questions to debaters in writing, substitution for customary telephone questions at home.

ENERGY-SAVING device for the wilting summer months is demonstrated by Hal Woodard, announcer on WLWT Cincinnati, Crosley television station. He thinks WLWT and all other video stations should adopt this purely visual method of station identification. Tie was hand-painted from Mr. Woodard by WLWT artist, Rudy Prihoda.

'Greetings to Norway'

SHIPMENT of transcriptions of "Greetings to Norway," produced by WTMJ Milwaukee, is en route to the Scandinavian country aboard first of Wisconsin Centennial Friendship Fleet ships as good-will mission gesture. Transcriptions, presented to ship's captain at Milwaukee dock ceremonies, were produced in Norwegian language and will be heard in 45-minute broadcasts at exhibits in leading Norway cities. Frank Bignell, WTMJ program manager, directed program, which features interviews with Wisconsin residents, Norwegian folk songs and a glee club. Recordings were made to honor Wisconsin residents born in Norway.

Aired From Blimp

WONDER BLIMP 1500 feet up in the air was origination point early this month for "Musical Grab-Bag" program aired over WACE and WACE-FM Chicopee, Mass. Lee Smith and Kris Martin, who conduct show, took the blimp ride and chatted in usual fashion on show while music originated at station. Blimp circled over tri-city area of Springfield, Holyoke and Chicopee and the two disc jockeys suggested that those who were listening to show should run outside and wave to them in blimp. Station reports that scene was quite unusual as people waved all sorts of apparel and items to attract attention of blimp's occupants. FCC granted special permission for station to use shortwave signal from blimp to WACE studios for re-transmitting.

Quiz on Commercials

PARTICIPANTS in sidewalk-originated "Down Town Neighbors" program over WJEJ and WJEJ-FM Hagerstown, Md., compete for prizes by answering questions on commercials. Announcer Will Groff talks daily with passers-by from sidewalk of local jewelry store which sponsors show. "Neighbors" are quizzed concerning contents of preceding day's "radio specials" announced over station for jewelery store. Those able to name one or two articles mentioned receive jewelry gifts from sponsor.

'Mystery Microphone'

"MYSTERY MICROPHONE" is title of new program aired daily over WCOA Pensacola, Fla. Show has new twist to telephone give-away, with mystery microphone placed in secluded spot of one of sponsors' stores. Sounds that are usually associated with sponsors' type of business are picked up by the mike and broadcast on the program twice daily, together with two-line limericks to help listener identify sound and sponsor. One telephone call is made each day, and if listener fails to identify merchant and sound correctly, more prizes are added to next day's list of prizes.

Sponsors Interviewed

SPONSORS are stars of new program over WILM Wilmington, Del., every Wednesday night. Titled "Meet The Sponsor," program presents three sponsors to radio audience each night. Sponsors are interviewed on general phases of their business. There are no commercials as such. Idea of show is to acquaint listeners with the sponsors and to aquaint sponsors with WILM. Day before program goes on air, ads are placed in local newspapers with names of men to be interviewed.

Instructions to TV Viewers

PURCHASERS of television sets in Toledo area will soon receive instructions on how to tune their receivers properly, via television. Plans are being made by WSPD-TV Toledo, to present regular program each evening, telling viewers how to get best picture on their receivers. Viewer will be able to tell whether his set is in adjustment, whether he has his controls properly tuned, and what constitutes good television picture, by means of patterns, diagrams and still pictures. Station plans to take up different make of receiver each evening. Station to go on air soon.

Family Trip

ADVENTURES of a family in taking trailer trip across Canada are to be broadcast weekly on Trans-Canada Network, originating in various cities. Frank Fleming of Chatham, Ont., is taking his wife and two pre-school age youngsters on trailer trip to Calgary, and carrying recording equipment in his trailer. Broadcasts will tell of what happens on the way, with recorded interviews of people met on the road, sounds of forest passed on the way, and other recorded items included in the weekly half-hour broadcasts.

WOL on WEAM With WTOP

SINCE Tom Elliston of WEAM Arlington, Va., is away on his vacation, Meredith Young, director of women's programs at WOL Washington, filled in for him yesterday on his weekly WEAM program, "The Tom Elliston Show." As her special guest, Mrs. Young had Mrs. Hazel Kenyon Markel, director of public service for WTOP Washington. Program featured anecdotes about various women commentators in Greater Washington area and discussion of women's programs in general. As salute to Father's Day, format also called for feature on fathers in radio business.

SWELL NEW RECORDS FOR YOUR SHOWS

from RCA Victor's latest releases!

DENNIS DAY — TOMMY DORSEY

Sleep My Child
"Father's Day" Theme
Daddy, You've Been a Mother to Me
RCA Victor 20-2916

Let Me Call You Sweetheart
and
Walk It Off
RCA Victor 20-2904

RAY McKINLEY — CECIL CAMPBELL

You Came A Long Way
and
For Heaven's Sake
RCA Victor 20-2913

Whose Blues Are You Now
and
Southern Special
RCA Victor 20-2918

ROY ROGERS — JOSÉ CURBELO

I'm Gonna Gallop, Gallop, Gallop to Gallup, New Mexico
and
Old Fashioned Cowboy
RCA Victor 20-2917

La Ruñidera-Son Montuno
and
Tu Sonrisa-Bolero Beguine
RCA Victor 26-9036

RCA VICTOR RECORDS

U. OF DENVER OFFERS SUMMER RADIO CLINIC

SECOND annual Radio Clinic on Small Market Station Operation will be held July 26 to Aug. 27 at U. of Denver. The five one-week clinics will cover radio law, radio and public relations, radio advertising, radio and retailers and radio journalism.

Neville Miller, former president of NAB, will be director of the week on radio law. Problems of FCC regulations, laws of libel, invasion of privacy, FTC regulations, etc. will be covered.

Radio and public relations will be directed by Rex Howell, KFXJ Grand Junction, Col. Acceptance of the station by a community, and how to bring it about, will be main theme.

The experience of J. Allen Brown, assistant director of Broadcast Advertising, NAB, will be brought to U. of Denver for the week on radio advertising.

Howard Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., will present the retailers point of view concerning radio advertising Aug. 16-20 during week on radio and retailers.

Last week of clinic will cover radio journalism. Arthur Stringer, director of FM for NAB and consultant on radio news problems, will cover local news and related subjects.

Remarks on Pearson

IN REVIEWING the Senate investigation of Plane Builder Howard Hughes, Sen. Owen Brewster (R-Me.) June 12 on the Senate floor introduced into the *Congressional Record* statements of authors, legislators and government officials questioning the authenticity of many of Radio Commentator Drew Pearson's public charges.

CJOY Guelph, Ont., new 250-w station on 1450 kc. is to officially go on the air on June 14 with special programs.

handy subscription form

At your fingertips have all radio . . . how it works, how it's merchandised, how to use it more profitably—AM, FM, TV.

You'll get the weekly "Telestatus Reports," the comparative network "show sheet," continuing series of market analyses, hundreds of promotion and program ideas.

FREE with your subscription—copy of 246-page NAB Convention Issue while supply lasts

JUST TEAR OUT AND MAIL

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WASHINGTON 4, D. C.

Sure, send BROADCASTING and the 1949 Yearbook when published. Add the free Convention Issue, too, with its heretofore unpublished figures on radio expenditures.

1 YEAR ☐ $7 2 YEARS ☐ $12

Add $1 a year for Canadian or foreign postage

☐ BILL ME

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

● 52 WEEKLY ISSUES AND 1949 YEARBOOK ●

INDIANA U. OPENING RADIO MEET JULY 29

WAYNE COY, Sterling Fisher, Ben H. Watt and Ben Park are slated to be principal speakers at Second Annual Conference on Radio in Education at Indiana U. July 29 and 30. In making the announcement, George C. Johnson, director of educational programs at the university and chairman of the conference, said each would address one of the four general meetings planned.

Mr. Coy, chairman of FCC, will speak at an all-unversity convocation July 29. Mr. Fisher, an advisor in Public Affairs and Education Dept. of NBC, will talk on "Radio and the Democratic Way of Life" the same day.

On July 30, Mr. Park, former producer of *Report Uncensored* and recent winner of several awards for public service broadcasts, will discuss "Radio in a World of Tension." Mr. Watt, superintendent of public instruction in Indiana, will have "The Role of Radio in the Schools of Democracy" as his topic at the final meeting.

Discussions at the conference will be conducted by panels made up of broadcasters, practicing educators and representatives of organized service groups.

How radio can serve the needs and interests of each age group, how radio in the curriculum can help adolescents to a better understanding of themselves and their environment and how radio councils and organized listener groups can help broadcasters to serve the public will be discussed.

NBC, NORTHWESTERN U. PLAN RADIO INSTITUTE

MEN AND WOMEN broadcasters comprise the largest group of registrants for the NBC-Northwestern U. Summer Radio Institute which opens Monday, June 28. Registrations are expected to total 100.

Other groups enrolling for the six-week session, which offers professional level radio training, include students to be trained for broadcasting jobs and faculty members from colleges and universities.

Registration begins Friday at the Evanston, Ill., campus of the school. Courses covering all nontechnical phases of broadcasting and six symposiums will be offered in NBC's Merchandise Mart studies in Chicago.

ASCAP Appeals Board

ALL six members of ASCAP's Board of Appeals have been reelected for another year, according to an announcement last week by the society. They are: Peter De Rose, Abel Baer and Douglas Moore, writer members; Max Mayer, John Sengstack and Sam Stept, publisher members.

Allied Arts

SELZNICK TELEVISION Corp. has been organized by David O. Selznick to produce television film. No details disclosed but plans understood to call for template production for networks and national sponsor.

WORLD VIDEO Inc., New York, has announced new European cooking show on film, featuring well-known restaurants and dishes on the continent being produced by firm's Paris office. This is second video package of World Video.

LONG & HUGHES, former financial editor of "San Francisco Examiner," and **FARRELL BARBER**, formerly public relations counsel, have established public relations firm in Hobart Bldg., San Francisco.

ROBERT McDEVITT, former manager of publicity for Westinghouse's Home Appliance Div., has been elected to partnership in public relations firm of Pendray & Leibert, New York.

MRS. FLORENCE WARNER, former Midwest education director for CBS in Chicago, is working in Radio Division of Republican National Committee at national convention in Philadelphia. She assists in direction of women's radio and television activities.

Equipment

ZENITH RADIO Corp., Chicago, completed negotiations last week with **FARNSWORTH TELEVISION AND RADIO Corp.** for acquisition of paid-up rights to build home video receivers under all Farnsworth patents and pending applications for life of patents involved.

E. H. VOGEL, who recently joined executive staff of General Electric [BROADCASTING, June 7], has been appointed to newly-created position of manager of marketing on staff of Vice President **W. R. G. BAKER**. Dr. Baker also announced establishment of General Sales Div. as one of seven operating divisions of Electronics Dept. **A. BRANDT** will continue as general sales manager of that division.

ZENITH RADIO Corp., Chicago, has announced non-directional FM antenna designed to provide reception from all directions in areas of secondary signal strength. Suggested price is $16.25.

TV Set Sales Up

LESS than two weeks after formal opening of WBEN-TV Buffalo, N. Y., there were more than 3,000 video sets in city, station reports. As of May 30 Buffalo Niagara Electric Co. reported residential installation at 1,371 sets and commercial installations totaled 833. There also were 856 sets on display in dealers' stores.

Center Your Attention on

Center of the Dial

860 kc

MILWAUKEE

...ne 11 Applications . . .

ACCEPTED FOR FILING

License for CP

KBYR Anchorage, Alaska—License to ver CP new standard station.

KOWL Santa Monica, Calif.—License cover CP new standard station. MENDED to change name of appli- nt from Arthur H. Croghan to OWL Inc.

AM—1280 kc

KAYX Waterloo, Iowa—CP change equency from 1090 to 1280 kc, change urs from D to unl., change power m 1 kw D to 1 kw DN make change trans. equipment, install DA-DN.

Modification of CP

WJIM Lansing, Mich.—Mod. CP change frequency, increase power etc., r extension of commencement and mpletion dates.

License for CP

WLIO East Liverpool, Ohio—License cover CP new standard station.

Modification of CP

WEOL Elyria, Ohio—Mod. CP new andard station for extension of com- etion date.

AM—790 kc

WCAW Charleston, W. Va.—CP change frequency from 1400 to 790 kc, crease 250 w to 1 kw, install DA-DN.

Modification of CP

WABB-FM Mobile, Ala.—Mod. CP w FM station for extension of com- etion date.

KRED Eureka, Calif.—Same.

License for CP

KMGM Los Angeles—License to cover P new FM station.

Modification of CP

WBIB New Haven, Conn.—Mod. CP w FM station for extension of com- etion date.

WCOH-FM Newnan, Ga.—Mod. CP w FM station to change ERP from 2 kw to 4.2 kw, decrease ant. height ove average terrain to 244 ft.

WKBZ-FM Muskegon, Mich.—Mod. P new FM station for extension of mpletion date.

License for CP

KYSM-FM Mankato, Minn.—License cover CP new FM station.

Modification of CP

WABF New York—Mod. CP changes FM station to increase ERP from 15 w to 18 kw, decrease ant. height ove average terrain to 522 ft., in- ease overall height above ground to 8 ft.

WDXY Spartanburg, S. C.—Mod. CP w FM station for extension of com- etion date.

WHBL-FM Sheboygan, Wis.—Same.

KOAK Clinton, Ohio—Mod. CP new M station to decrease ERP from 12 w to 9.55 kw, decrease ant. height ove average terrain to 336.5 ft.

WLEE-FM Richmond, Va.—Mod. CP w FM station for extension of com- etion date.

License for CP

WAJR-FM Morgantown, W. Va.—Li- ense to cover CP new FM station.

Modification of CP

WHSF Madison, Wis.—Mod. CP new oncommercial educational FM station change frequency from 89.7 mc to 3 mc.

TV—54-60 mc

WJW Inc., Cleveland—CP new com- ercial television station Channel 2, 4-60 mc, ERP vis. 14.3 kw, aur. 7.525 w unl. AMENDED to increase ERP vis. 15.3 kw, aur. 7.88 kw.

TV—186-192 mc

Southwestern Pub. Co., Oklahoma ity—CP new commercial television sta- on Channel 9, 186-192 mc, ERP vis. 52 kw, aur. 14.9 kw unl.

TV—192-198 mc

Westinghouse Radio Stations Inc., ortland, Ore.—CP new commercial levision station Channel 10, 192-198 c, ERP vis. 8.5 kw, aur. 4.25 kw unl.

License for CP

WPTZ Philadelphia—License to cover P to change ERP from vis. 10.37 kw 5.26 kw, aur. 10.7 kw to 4.812 kw.

Applications for renewal of standard roadcast station license filed by: AFY Bakersfield, Calif.; KGKB Tyler, ex.; KTOP Topeka, Kan.; KTYL Mesa, riz.; KWRN Reno, Nev.; KWWB Walla alla, Wash.; KXOA Sacramento, Calif.; EAT Lake Worth, Fla.; WESB Brad- rd, Pa.; WJBK Detroit, Mich.; WKNY ingston, N. Y.; WMOA Marietta, Ohio; MOG Brunswick, Ga.; WOOB Annis- n, Ala.; WOSH Oshkosh, Wis.; WTBF roy, Ala.; WWSW Pittsburgh.

ACTIONS OF THE FCC

JUNE 11 to JUNE 17

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

TENDERED FOR FILING

Modification of CP

KTBS Shreveport, La.—Mod. CP to modify DA-N on 710 kc.

TV—174-180 mc

Hampton Roads Bcstg. Corp., Newport News, Va.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 23.9 kw, aur. 12.6 kw.

TV—174-180 mc

Charleston Television Inc., Charleston, W. Va.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 26.5 kw, aur. 14 kw.

June 14 Decisions . . .

BY THE SECRETARY

WDMG Douglas, Ga.—Granted voluntary assignment of license to WDMG Inc.

WVOM Brookline, Mass.—Granted mod. CP change type trans. and change studio location.

KWNO Winona, Minn.—Granted CP install new trans., new vertical ant. and mount FM ant. on AM tower, and change trans. location.

KDRO Sedalia, Mo.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

WHIO Dayton, Ohio—Granted CP install new trans.

WVOM Brookline, Mass.—Granted mod. CP change trans. location.

WXRF Guayama, P. R.—Granted mod. CP extend completion date to 6-22-48.

W5XPH Albuquerque Bcstg Co., Nr. Albuquerque, N. M.—Same except to 6-15-48.

KSTN Stockton, Calif.—Same except to 12-31-48.

KDHL Faribault, Minn.—Granted license new station 920 kc 1 kw DA unl.

The Yankee Network Inc., Area of Boston—Granted CP and license for exp. TV relay station.

WXRF Guayama, P. R.—Granted mod. CP change type trans. and change trans. location.

WLBF Leesburg, Fla.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

KXIC Iowa City, Iowa—Granted mod. CP to change type DA, type trans. and studio location.

Following were granted extension of completion dates as shown: WAGC Chattanooga to 9-6-48; WMMR Louisville to 12-24-48; WCIL Carbondale, Ill., to 6-27-48; WPTR Albany, N. Y., to 7-19-48; WICA Ashtabula, Ohio, to 12-28-48; KFBK Sacramento to 10-1-48; KOH Reno to 12-30-48; KCOM Sioux City, Iowa, to 10-1-48; WMAR Baltimore to 12-29-48; WGBG Greensboro, N. C., to 7-15-48; WGR Buffalo to 8-30-48; KLO Ogden to 11-1-48; WPKM Atlanta to 1-1-49.

KSEI Pocatello, Ida.—Granted mod. license to change main studio.

WGN Inc., Area of Chicago—Granted CP new exp. TV relay station.

WXEL Parma, Ohio—Granted mod. CP to specify exact studio and trans. locations and make changes in equip.

WTVO Detroit, Mich.—Granted mod. CP to specify new site for studio and trans., new ant. system and new equip.

WPIX W2XPO W2XMB News Syndicate Co. Inc., New York—Granted assignment of permittee corporation to WPIX Inc.

WCPO-TV Cincinnati, Ohio—Granted mod. CP to change studio and trans. locations, increase ERP to vis. 21 kw, aur. 12 kw, change equipment and make ant. changes.

WBNT Columbus, Ohio—Granted mod. CP to change from Channel 6 to 10, change trans. site and ant. system.

Following were granted extension of completion dates as shown: WJAS-FM Pittsburgh to 8-1-48; WROW-FM Albany, N. Y., to 11-25-48; WILN Area Arecibo, P. R., to 8-15-48; WLWC Columbus, Ohio, to 12-16-48; WXEL Parma, Ohio, to 12-30-48; WVAM Altoona, Pa., to 9-9-48.

WCDT Winchester, Tenn.—Granted CP new station 1340 kc 250 w unl.

WISH-FM WISH Indianapolis—Granted vol. assignment of CP for FM and license for AM to Universal Bcstg. Co. Inc.

WFDF Flint, Mich.—Granted vol. assignment of AM license and FM CP to Trebit Corp.

KAGH-FM KAGH Pasadena, Calif.—Granted vol. assignment of FM CP and AM license to KAGH Inc.

WHAI Greenfield, Mass.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

WHOL Allentown, Pa.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WHIS Bluefield, W. Va., to 8-1-48; WEIM-FM Fitchburg, Mass., to 11-23-48; WKJF Pittsburgh to 7-1-48; WAIW Detroit to 9-2-48; KMHB Bolton, Tex., to 8-1-48; KLUF-FM Galveston, Tex., to 8-31-48; WHAV-FM Haverhill, Mass., to 7-31-48; WLTN Lewistown, Pa., to 8-31-48; WRCM New Orleans to 11-27-48; WRR-FM Dallas, Tex., to 9-15-48; WEMP-FM Milwaukee to 10-20-48; KMUS Muskogee, Okla., to 8-1-48; WKAP-FM Allentown, Pa., to 10-13-48; KARM-FM Fresno, Calif., to 9-7-48; WBRL Baton Rouge, La., to 12-18-48; WHMA-FM Anniston, Ala., to 12-23-48; WMAL-FM Washington, D. C., to 9-5-48.

WGJJ American Bcstg. Co. Inc., Area New York—Granted license for new remote pickup station.

WDLB Marshfield, Wis.—Granted CP install new trans.

WDOV Dover, Del.—Granted mod. CP for approval of ant. and trans. locations and to specify studio location.

Following were authorized extension of completion dates as shown: WRMS Ware, Mass., to 6-30-48; WOLF Syracuse to 6-30-48; WIPR San Juan, P. R., to 12-30-48; WISR-FM Butler, Pa., to 8-26-48; WKAL-FM Rome, N. Y., to 9-2-48; WTAX-FM Springfield, Ill., to 9-30-48; WMIN-FM St. Paul to 9-20-48; WTOC-FM Savannah, Ga., to 12-18-48; WTHT-FM Hartford, Conn., to 8-22-48; WGAU-FM Athens, Ga., to 7-20-48; KFMV-FM Los Angeles to 7-15-48; KQV-FM Pittsburgh to 12-28-48; WABF New York to 12-21-48; WOSH-FM Oshkosh, Wis., to 8-1-48; KOCY-FM Oklahoma City to 12-25-48; WCOV-FM Montgomery, Ala., to 7-22-48; WJOB-FM Hammond, Ind., to 8-16-48; KPOJ Portland, Ore., to 9-18-48; WCAO-FM Baltimore to 8-10-48; WDWS-FM Champaign, Ill., to 9-1-48; KROS-FM Clinton, Iowa, to 8-1-48; WMGY-FM Montgomery, Ala., to 8-4-48.

W2XMA W2XWI American Bcstg. Co. Inc., Area New York—Granted licenses for new exp. television relay stations.

W4XW Havens & Martin Inc., Richmond, Va.—Same.

WXYZ Inc., Area of Detroit, Mich.—Same.

WGN Inc., Area of Chicago—Same.

W3XJV W3XJU W3XJT Triangle Publications Inc. (The Phila. Inquirer Div.), Area of Philadelphia—Granted reinstatement of CPs for new exp. television relay stations and licenses to cover same.

W8XGZ Gus Zaharis, Charleston, W. Va.—Granted reinstatement of CP which authorized move of trans. site.

The Elm City Bcstg. Corp., New Haven, Conn.—Granted CP new exp. television relay station.

WWHB Indianapolis—Granted mod. CP new TV station for extension of completion date to 12-10-48.

WXYZ-TV Detroit, Mich.—Granted mod. CP to change corporate name to WXYZ Inc.

Columbia Bcstg. System Inc., Area of New York—Granted CP and license to cover, for new exp. television relay station.

(*Continued on page 82*)

RCA TUBES ...

RCA-8D21 water-cooled twin tetrode

the standard of comparison in TV

• The RCA-8D21 is a typical example of RCA pioneering in television power tube development. This twin tetrode combines advanced design principles of electron optics, internal pre-neutralization, screening, and water cooling to give you remarkable power gain and linear response in vhf wide-band power amplifiers. A single tube delivers 5 kw up to 300 Mc.

RCA has a complete line of power tubes for television and other services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor. For information on any RCA type, write: RCA, Commercial Engineering, Section BP36, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 81)

June 14 Applications . . .

ACCEPTED FOR FILING

Extension of SSA

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc 50 kw, non-DA, during hours from local sunrise at Boston to local sunset at Corpus Christi, for period not to exceed 12 mo.

Modification of CP

KWRL Riverton, Wyo.—Mod. CP new standard station for extension of completion date.

KRKD-FM Los Angeles—Mod. CP new FM station for extension of completion date.

License for CP

KDON-FM Monterey, Calif.—License to cover CP new FM station.

Modification of CP

WHMB Washington, D. C.—Mod. CP new FM station for extension of completion date.

WCMI Ashland, Ky.—Same.

KCFM Kansas City—Mod. CP new FM station to increase ant. height above average terrain.

KYW-FM Philadelphia—Mod. CP for changes in FM station for extension of completion date.

WBZ-TV Boston—Mod. CP new commercial television station for extension of completion date.

TV—180-186 mc

Philco Television Bcstg. Corp., Bethlehem, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 2.59 kw, aur. 1.60 kw. AMENDED to change studio and trans. locations and change ERP to vis. and aur. 0.60 kw and make ant. changes.

Applications for renewal of standard license filed by: KPAS Banning, Calif.; KSYC Yreka, Calif.; WMGW Meadville, Pa.; WATO Oak Ridge, Tenn.; WKLV, Blackstone, Va.

TENDERED FOR FILING

WFCI Pawtucket, R. I.—CP make changes in DA, one tower to be used as supporting structure for FM ant.

TV—204-210 mc

West Central Bcstg. Co., Peoria, Ill.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 29 kw, aur. 14.5 kw.

TV—180-186 mc

International Bcstg. Corp., Shreveport, La.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 24 kw, aur. 13 kw.

TV—180-186 mc

Oliver Bcstg. Corp., Portland, Me.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 29.3 kw, aur. 15.4 kw.

TV—170-174 mc

Appalachian Co., Scranton, Pa.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 2.78 kw, aur. 1.46 kw.

June 15 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

WVAM Altoona, Pa.—Adopted order denying petition and supplemental petition of WFBG, WJSW and WRTA, all of Altoona, to designate for hearing application of WVAM for license and for mod. CP, without prejudice to later filing of petition for appropriate relief based upon engineering survey showing nature, cause and extent of any alleged interference. Further ordered grant of application of WVAM for mod. CP to cover cond. of original grant, subject to cond. that applicant satisfy all legitimate complaints of blanket interference occurring within 250 mv/m contour and subject to further conditions that said permittee assume responsibility for the correction of any internal cross-modulation effects caused by the existence of station WVAM and the making of and submission of a complete new proof of performance.

ACTIONS ON MOTIONS

By Commissioner Jones

Biddleford Bcstg. Corp., Biddleford, Me.—Dismissed as moot petition requesting dismissal of application of York County Bcstg. Co. Insofar as petition requests grant without hearing of application, it is dismissed.

WEAM Arlington, Va.—Continued indefinitely hearing scheduled June 18 on application, on Commission's own motion, pending action on petition for reconsideration and disposition without hearing.

KSTP St. Paul, Minn.—Granted petition for leave to intervene in hearing on applications of WJBK Detroit.

The Houston Post Co., Houston, Tex.—Granted petition for leave to amend TV application, to specify new trans. site, to change antenna height, etc.

Leland Holzer, San Francisco—Granted petition to dismiss without prejudice TV application.

WSYR Syracuse, N. Y.—Dismissed petition for reconsideration of Commission's denial of Dec. 24, 1947 of its petition for issuance of order to show cause to WAGE Inc.

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted petition for indefinite continuance of Boston-Providence TV hearing scheduled June 28 at Boston, pending termination of proceeding in re amendment of Sec. 3.606 of rules.

The Ponca City Pub. Co., Ponca City, Okla.—Granted petition to accept late its written appearance in re its application.

Miami Bcstg. Co., Miami, Fla.—Granted petition for leave to amend its application for TV station to reflect changes in officers, directors and stockholders of petitioner.

WIL St. Louis—Granted petition insofar as it requests leave to amend application to show revised DA, etc.

Tri-County Telecasters Inc., Allentown, Pa.—Granted petition for continuance of hearing scheduled June 30-July 2, in re applications of Lehigh Valley Bcstg. Co. et al, and hearing was continued to Sept. 13 at Allentown; Sept. 16 at Bethlehem, and Sept. 17 at Easton.

The Shelbyville Bcstg. Co., Shelbyville, Ill.—Granted petition for continuance of consolidated hearing set June 15 in re application et al, and same was continued to July 1 at Washington.

KFJI Klamath Falls, Ore.—Granted petition for leave to amend application to specify new trans. site, modify DA system, etc.

Roxboro Bcstg. Co., Roxboro, N. C.—Granted petition for reinstatement and amendment of application to specify 1430 kc 1 kw D in lieu 1230 kc 100 w unl.

Jacinto Sugranes, Ponce, P. R.—Denied petition to dismiss without prejudice application; and Commission ordered said application dismissed without prejudice.

Central Valley Bcstgrs., Merced, Calif.—Denied petition for continuance of consolidated hearing scheduled June

Mahaska Bcstg. Co., Oskaloosa, Iowa—Passed over petition for leave to amend and remove application from hearing.

Parish Bcstg. Corp., Minden, La.—Granted petition for leave to amend application to show changes in officers, etc.

Mansfield Radio Co., Youngstown, O.—Referred to full Commission petition to accept late appearance re its TV application and for leave to amend application.

WTEL and WHAT Philadelphia—Commission ordered that consolidated hearing on these applications be scheduled July 19 at Washington.

Commissioner Jones on June 7 granted petition of Grand Haven Bcstg. Co., Grand Haven, Mich., for indefinite continuance of consolidated hearing in Dockets 8656 and 8670.

June 15 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KFXD Nampa, Ida.—CP increase power for 1 kw DN to 5 kw DN, install DA. AMENDED to use DA-N only.

Modification of CP

WBCK Battle Creek, Mich.—Mod. new standard station, for extension of completion date.

AM—1540 kc

Good Neighbor Bcstg. Co., San Antonio, Tex.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 1540 kc and hours from unl. to D.

Modification of CP

KGO-FM San Francisco—Mod. CP new FM station, change ERP from 1 to 50.4 kw, change ant. height above average terrain.

KBUR-FM Burlington, Iowa—Mod. CP new FM station for extension of completion date.

KIOA-FM Des Moines—Same.

KCBC-FM Des Moines—Mod. CP new FM station, to change name from Kansas City Bcstg. Co. to Majestic Bcstg. Co.

WGTR Boston—Mod. CP new FM station, to change overall ant. height above ground.

KGBX-FM Springfield, Mo.—Mod. CP new FM station, for extension of completion date.

WSNJ-FM Bridgeton, N. J.—Same

WAYS-FM Charlotte, N. C.—Same

WHKY-FM Hickory, N. C.—Same

KSPI-FM Stillwater, Okla.—Mod. CP new FM station, to change ERP from 3.1 to 3.85 kw and decrease ant. height above average terrain.

KGNC-FM Amarillo, Tex.—Mod. CP new FM station, for extension of completion date.

KLTI Longview, Tex.—Same.

WRVC Norfolk, Va.—Same.

TV—180-186 mc

Trent Broadcast Corp., Trenton, N. J.—CP new commercial television station Channel 1, 44-50 mc, ERP vis. 1.81 kw (peak), aur. 940 w unl. AMENDED to change frequency to Channel 8, 180-186 mc, decrease to vis. 1 kw and aur to 0.5 kw, with DA. op.

Modification of CP

WJZ-TV New York—Mod. CP new commercial television station, for extention of completion date.

WOR-TV New York—Same.

TV—180-186 mc

KOIN Inc., Portland, Oreg.—CP new commercial television station on Channel 8, 180-186 mc, with ERP vis. 22.2 kw, aur. 11.7 kw unl.

License Renewal

Applications for renewal of standard broadcast license filed by: **KRUS Ruston, La.**; **WALD Walterboro, S. C.**; **KVOG Ogden, Utah.**

AM—550 kc

KAFY Bakersfield, Calif.—CP change frequency from 1490 to 550 kc, increase 250 w to 1 kw, change type of trans. and install DA-N.

Modification of CP

KTKR Taft, Calif.—Mod. CP, change hours from D to unl., frequency from 1310 to 1490 kc, power from 500 w D to 250 w unl. (Contingent on KAFY change in facilities.)

AM—1260 kc

East Point, Ga.—CP new standard station 1260 kc 1 kw D.

Modification of License

WCRB Waltham, Mass.—Mod. license to increase 500 w to 1 kw on 1330 kc.

Extension of SSA

KOB Albuquerque, N. M.—Request for extension of SSA to operate on 770 kc 25 kw N, 50 kw D unl for a period beginning 3 am EST, Sept. 1, for regular license period.

(Continued on page 89)

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Help Wanted

Managerial

Commercial manager for major market station midsouth. Earnings of $7500. plus per year for right man. Send all particulars first letter. Inquiries held in strictest confidence. Box 745, BROADCASTING.

Wanted—Manager for station in California town central part of state. Must know how to build sales force and produce results. Good salary and per cent profits. Must have previous experience as manager and proven ability. Please don't answer unless you can qualify. Population of town 15,000; trading area, 25,000. Box 808, BROADCASTING.

Commercial manager for network affiliate southwest. Must be experienced, have successful sales record, plenty of salable ideas together with a desire for permanency. Market is small, but very rich—and there is still lots of business to be gotten in. Also, must be good announcer capable of handling special events and sports broadcasts. For this job, good car is essential. Nice base pay with override on station gross that should make the right man in excess of $350.00 per month to start with—and the sky is the limit if you're not afraid to work and can sell. Housing is tight, but can secure furnished apartment within short time. Prefer married man who will come to stay for a while. We have a swell proposition for the right man. If you are interested send all details, photo, disc and references in first letter. The opening is immediate and would not consider man who would have to give more than two weeks' notice. Box 839, BROADCASTING.

Experienced young time salesman to act as commercial manager in 250 watt Rocky Mountain Network station. Copywriting experience necessary. Salary and override commensurate with ability to produce. Send references and photo. Box 825, BROADCASTING.

Salesmen

Aggressive salesman—Learn all phases radio—small, independent, progressive station. Drawing account against commission. WHOB, Gardner, Mass.

LIKE TO TRAVEL? ?

Nationally established transcription firm wants field representative to contact AM, FM, TV stations re program service. Must have car, thorough sales, programming, music, radio station background. Transcription sales experience valuable. Send resume.

BOX 851, BROADCASTING

Salesman—A top proposition for a top salesman with the possibility of commercial manager's job at network affiliate in Texas. Station is also key station for small regional network which makes selling easier. Sales work will be primarily in the eight towns surrounding the station's home location and all within a radius of 50 miles. Towns are all small, but all are very prosperous and there is a lot of business that can be sold by a good man. For a hot salesman—one who can sell clean, we will offer 40% commission on sales together with drawing account. For the man who can produce, the job is set up to pay from $500.00 up per month—it has done it in the past and business conditions are better than ever before now. Market is almost non-competitive. Microphone experience essential together with good voice and neat appearance. Salesman will handle own special promotion broadcasts from surrounding towns as well as special events. If you are available on two weeks' notice and have a good car, then send photo, all details, three references and disc of your microphone work immediately. Box 840, BROADCASTING.

Help Wanted (Cont'd)

Salesman wanted by KLO, Ogden Utah, 5000 watt, Mutual and Intermountain Network affiliate. Generous draw and commission. Interest in regional network and other stations, offers wonderful opportunity. Immediate opening. Wire or write Col. Lowder, KLO, Hotel Ben Lomond, Ogden Utah.

Wanted — Salesman-manager. Unusual opportunity for experienced, seasoned radio broadcasting man to establish himself for life—manage and sell for large city remote of livewire, independent southern station just granted 5 kw. Salary and commissions—small interest to right man. Give full details first letter, references Box 821, BROADCASTING.

Announcers

Announcer-salesman by southwestern network affiliate with emphasis on selling. Salary $200 per month plus liberal commission and if you can't be earning $300 to $400 per month by this winter, we don't want you. Don't wire. Tell all in letter and send disc. Carl Dunbar, KSIL, Silver City, N. M.

Announcer—program director needed by network station principal Texas market. Must have selling voice, ability to handle people, highest character. Box 720, BROADCASTING.

Network affiliate needs good announcer. Pay fifty-five dollars per week. Wire if interested. Box 756, BROADCASTING.

Immediate opening good all-round experienced announcer. Send complete information, disc, photo, business and character references and salary requirements. Box 809, BROADCASTING.

Good opportunity for two announcers with first phone tickets. Deejay and commercial work, little engineering. Single men preferred because of housing. Send disc. Experiences. WHLF, South Boston, Va.

Technical

Studio-transmitter engineer with first class license for pioneer upper midwest 5 kw network affiliate. Send photo, background, references salary desired. Box 665, BROADCASTING.

Chief engineer of excellent character, high technical ability, stable temperament wanted by local in large southwestern city. Box 719, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas station. Box 721, BROADCASTING.

FM station remote New York mountain top needs experienced engineer. Must be rugged to meet winter conditions. Non-metropolitan ham preferred. Personal interview at Ithaca required. Box 810, BROADCASTING.

Operator-announcer for 250 watt southwestern network affiliate. $250 month for 5½ day week. Must be sober, steady, reliable. Letter, disc to Box 816, BROADCASTING.

Engineer-announcer for CBS affiliate in Florida. Good voice essential, experience unimportant. Give particulars in first letter to Manager, WFOY, St. Augustine.

Combination man. Florida network station. If good announcer send disc. Box 676, BROADCASTING.

70 to 80 dollars weekly. Combination engineer-announcer. Audition disc and photo with full details first letter. Immediate opening. North Carolina network affiliate. Box 824, BROADCASTING.

Wanted—Engineer with first class ticket for AM-FM operation. Single person preferred. WJTN, Jamestown, N. Y.

Combination operator announcer with first ticket. Inexperienced $200.00, experienced $230 to start plus extras about $20.00. Rocky Mountain. Housing. Box 750, BROADCASTING.

Wanted—Reliable chief 250 network Connecticut. One who will work, take shift, record remotes. Write entire background and expectation. Box 844, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Continuity Director

Largest regional in midwest has immediate opening for experienced writer of direct selling copy. Top salary. Full details first letter, including snapshot and date available.

Box 751, BROADCASTING

New 250 Michigan station on air August needs station personnel. Box 764, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING

Texas station in beautiful resort city wants proficient secretary also capable writing selling copy. Box 722, BROADCASTING.

Wanted—Combination program director and office manager for midwest station. Must have had previous experience; must be idea man. Write Box 822, BROADCASTING.

Situations Wanted

Managerial

Ten years practical experience in all phases of broadcasting. Young, veteran, well educated. References will speak of managerial results. Box 801, BROADCASTING.

Executive manager and program director. Both mature, experienced all phases AM-FM operation. Specially trained for TV. Excellent record of effective, profitable operation and finest references. Will accept full responsibility development or maintenance any property with income dependent on results. Box 785, BROADCASTING.

Station manager available. Eighteen years of experience—seventeen years in Eastern Seaboard Metropolitan market—one year in small southern community. Fully qualified and will produce a successful operation. Excellent references. Box 795 BROADCASTING.

Manager available. Outstanding sales record. Ten years' network and independent station experience. Thirty five, single, college graduate. Now managing 5000 watt independent. Desire position to develop property and share in growth. Box 833, BROADCASTING.

Available July 1, combination manager-sales manager or singly. Eight years radio 5000 w. Present employer will submit recommendations. Best reasons for leaving. Personal interview right proposition. Box 841, BROADCASTING.

Manager now operating successful 250 network affiliate desires change. Fourteen years' experience all phases. Family man, middle thirties. Available for interview immediately. Best references. Box 820, BROADCASTING.

Salesmen

43 year old advertising man wants eastern or southern sales job. Fourth year on present station. Hit $50,000.00 sales June 7th. Write Box 830, BROADCASTING.

Announcers

Proven-Talent sportscaster, AM - TV, wants job with progressive western, southwestern or Pacific Coast station. Ten years network experience play-by-play all sports, college and pro; expert news, special events man. Have excellent job with major outlet, family health requires climate change. Particularly interested in football and basketball for coming seasons, but the more play-by-play the better. Can build strong sports following. Must be permanent position. Have excellent references. Box 802, BROADCASTING.

Announcer, newscaster, disc jockey, copywriter. College background, radio school graduate. Limited experience desires permanent position. Dependable, will work hard. Travel anywhere, available immediately. Box 799, BROADCASTING.

Announcer, continuity writer, experienced all phases broadcasting, dependable, versatile, vet, 26. Box 800, BROADCASTING, 360 N. Michigan Ave., Chicago.

Situations Wanted (Cont'd)

Free lance New York City announcer narrator at liberty. Write Box BROADCASTING.

Experienced versatile announcer style that sells. Strong on news and types of musical programs. Looking permanent setup in metropolitan College grad, 26, married veteran available. Box 812, BROADCASTING.

Available July. Disc jockey, chief nouncer, vocalist. 15 years experience Age 29, married. High Hooper rating middlewest. Box 815, BROADCASTING.

Announcer, music, sports, news, write continuity, handle board, years experience in announcing, acti production, writing. Available immediately. Ambitious, young, single, col Will travel. Disc photo upon requ Jerry Sandler, 650 New Jersey Brooklyn 7, New York. EVergreen 5-8

Announcer, 27, graduate School of R dio Technique Chcago. Sure-sell delivery, ambitious, reliable. Willing start on small station. Salary secondar Travel anywhere. Disc, photo availabl Earle W. Ruther, 2748 Belmont Av Chicago 18, Ill.

Announcer—Over four years in broadcasting with production departme key New York station, then staff a nouncer with network affiliate. Exc lent references. Single, 23 years o university graduate. News, music, spor Available now through live audition only. Box 846, BROADCASTING.

Announcer, personable, ambitious. E perienced in commercials, newscasti sportscasting, platter shows, tape re cordings with leading midwest statio Veteran, 29. Disc, photo on reques Box 848, BROADCASTING.

Announcer, 24, vet, single, now doing staff work, desires to do baseball play-by-play for station covering Class D C ball team. Well versed in all sport Prefer North Carolina, but will travel Box 850, BROADCASTING.

Experienced staff announcer, newscast record shows, commercials. Veteran Will travel. Disc available. Box 8 BROADCASTING.

Announcer—50 kw clear channel experience, desires change of locale. Box 8 BROADCASTING.

Announcer, veteran, single, 26. Radio college training, strong on commercials seeking progressive station positio Some experience. Will travel anywhe Best references. Available now. Lawren N. Bost, 3101 W. Fifth Ave., Chicago 2 Ill. Phone Sacramento 7059.

Announcer—Veteran, 23 single, 2 years college, desires position with small sta tion, south or southwest. 5000 wat CBS affiliate experience. Disc and photo on request. Box 832, BROADCASTING.

Announcer. Over four years' experience, thoroughly trained, versatile and conscientious. News and record shows specialty. Box 827, BROADCASTING

Versatile announcer with news voice. Year commercial experience. Any offer. Vicinity Chicago. Victor Petrolis, 2 Emerald Ave., Chicago, 16, Ill.

Announcer, young, ambitious, cooperative and willing to work hard. A graduate of The School of Radio Technique in Chicago. Disc, photo on request. Don Billups, 95 Glessner Ave., Mansfield, Ohio.

Announcer wants to tell your story and sell your story. Experienced, personable, single vet, 31, wants all-round studio job on small midwest station. No glamour boy, just methodical worker. Air-check, photo, references. Box 8 BROADCASTING, Broadcasting, 360 N. Michigan, Chicago, Ill.

Announcer, vet, versatile, well-trained all phases. Desires announcing position. Will travel. Byron Leith, 11321 Forest Ave., Chicago 28, Ill.

I'll talk! College junior with quality voice wants summertime berth with future possibilities. I speak for myself. Audition disc on request. Available immediately. Box 828, BROADCASTING.

Experienced sportscaster, nine years. Play-by-play, major and minor sports. Also, news, programming and production background. College graduate. Top performance and character references. Box 835, BROADCASTING.

Want college football, AM, FM or TV 6 years' experience. Best references. Reliable. Guarantee satisfaction. Box 838, BROADCASTING.

Technical

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Engineer — recent grad. Philadelphia wireless 1st phone. Married. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

Situations Wanted (Cont'd)

...ief engineer — southwestern U. S., ...000 watts. Former instructor radio ...ory and shop practice National ...ols of Los Angeles. Former marine ...o operator, flight radio operator. ...erienced construction, installation ...shortwave equipment. Both first ...o commercial tickets, class A amateur. Married. References to interested ...ies. $75 week required. Box 685, ...OADCASTING.

...nsmitter engineer or chief engineer ...local. Experienced. Married. Prefer ...rida or southwest. Box 777, BROADCASTING.

...nsmitter supervisor, single, current...employed in station desires transmitter ...position anywhere in southwest. Excellent references. Box 783, BROADCASTING.

...ief engineer, degree, 7 years in broadcasting 5 years as chief, FM construction and 5 kw AM, married, born again ...stian wants change of location. ...erences from present employer available. Box 794, BROADCASTING.

...alified engineer—33, married, child. ...10 years experience construction, ...tallation, operation, maintenance directional. Desires position as technical ...ector during installation and consolidation as chief thereafter. Prefer mid...st area. AM-FM. Minimum $85.00. ...x 798, BROADCASTING.

...ief engineer or assistant and studio ...oduction. Location must have above ...erage school system for boy age 9. ...e 36. Fifteen years broadcasting and ...ineering laboratory experience. College engineering. Enjoy working with ...ers. Employed as transmitter, studio ...ineer by a major network affiliate. ...x 803, BROADCASTING.

...ief engineer—10 years varied radio ...perience. Recently built four tower ...owatt now supervising operation. ...llege education, single, 27. References ...m present employers. Prefer vicinity ...shington, D. C. or San Francisco. Box ... BROADCASTING.

...chnician. Melville Radio graduate. 1st ...one. No broadcasting experience. ...mbitious. Northeast preferred but not ...ential. A. Milan, 566 East 188th St., ...w York City.

...ief engineer now employed desires ...ange. Completely competent and re...able. Twelve years' thorough experi...ce in every phase of radio broadcast... Excellent character references to ...terested parties. Box 826, BROADCASTING.

...erator with first class ticket wants ...b on west coast. Any size station. Disc ...nt on request. Write Lewis Holcomb, ...4 Karr Avenue, Hoquiam, Washington.

...potlight television engineering execu...e desires position in west or south...st. Contact for particulars. Box 836, ...ROADCASTING.

...ief engineer wants position as chief ...gineer with Canadian broadcasting ...tion. Experienced in every phase in...ding construction from ground up. ...ife experienced operator. Presently ...ployed as chief engineer, but desires ...ange. Box 843, BROADCASTING.

...gineer—Recent graduate RCA Institutes. 1st phone license, married, 5 ...ars Army xmtr technician. Box 847, ...ROADCASTING.

Production-Programming, others

...ersatile writer-producer. Seeking op...rtunity in special events or televi...on division alert station. Former for...gn correspondent, has handled own ...rum show in Washington, produced ...twork discussion program. Excellent ...ckground news, special events, dra...atic scripts, publicity. Female. Write ...x 684, BROADCASTING.

...ews director of large metropolitan ...tion desires change. Years of news ...ckground in newspaper and radio. ...ve been newscaster and reporter for ...o major networks. East or west coasts ... Chicago. Box 733, BROADCASTING.

...ntinuity writer—Capable gal with ex...rience, versatility, ideas, seeks per...anent place with live wire metro...litan station. Box 737, BROADCASTING.

I'M A GIRL . . . BUT—

I can do anything the average announcer can do, better, plus write good, imaginative copy. Happy where I am, but want more money. Can you afford me?

BOX 638, BROADCASTING

Situations Wanted (Cont'd)

Program director-announcer now employed. 3½ years in all phases radio. College graduate. Available in two weeks—prefer Carolinas; will travel for right salary. Box 805, BROADCASTING.

Available July 1 for Wash., D. C., Phila., N. Y. scriptwriter, editor, director for network or agency staff. Resume of experience and samples available on request. Box 806, BROADCASTING.

Television position desired by young man presently employed in radio, preferring Video opportunity. Extensive radio experience includes announcing, continuity writing, production, numerous other phases. Interest regards permanent location offering an assured future plus advancement to coincide with abilities. Willing to accept a modest starting salary in a capacity where anyone or a combination of the aforementioned abilities is required. For detailed, concise information write Box 807, BROADCASTING.

Program director. Available first time seven years. Independent and network background. Will hypo Hooper with programming commercial and in good taste. References top men in industry. Box 813, BROADCASTING.

Continuity writer, traffic girl either or both. Hard worker. Two years experience Florida station. College graduate, 24, single. What have you? Lucy Wells, Stockton, Kansas.

AVAILABLE IN JULY

Program director-chief announcer. Thoroughly experienced in both small and large markets. Personal interview will convince. Prefer midwest or east. Minimum salary considered $95.00 weekly. Write

BOX 831, BROADCASTING

News analyst, announcer, promotional writer with some experience, college training, desires position in New York area. Box 845, BROADCASTING.

Let's get together—If you need an energetic, adaptable, personable young woman for your television organization. Experience in radio and motion pictures, special events and programs, contact and sales, production research and writing background. Dian Dincin, 323 Crown St., Brooklyn 25, N. Y.

Top promotion, publicity man in class at NBC-Columbia University, with station experience, available immediately. Box 834, BROADCASTING.

Program director interested in permanent spot to make home and be an asset to station he is working with. 13 years experience. Can announce and operate if necessary, handle personnel. 1st ticket. Box 829, BROADCASTING.

Don't fret—contact Bett! Experienced copywriter, woman commentator and university graduate desires permanent position with progressive station in south, southwest. Box 823, BROADCASTING.

Imaginative, responsible man with 15 years experience directing, set-designing, programming, stagemanaging in radio and theater seeks position as TV director, program assistant, or stage manager. Successful in dealing with technical crews. Write Box 817, BROADCASTING.

Continuity-copywriter, NYU grad., knows pop music thoroughly, can announce. Ambition, ideas, good recommendations. Will go anywhere. Available immediately. Box 818, BROADCASTING.

Special offering — Continuity writer. Price $100. weekly. Worth it. Box 819, BROADCASTING.

My time for sale. Rate card includes continuity, servicing accounts, production, programming, mike talent, music library. Frequency in new ideas. Guarantee results. Hooper high for network or independent. Presently employed program director. Young woman, no tags, want to line up with livewire station. Cue Box 814 BROADCASTING.

I have the experience, if you have the job. Presently employed as woman's program director at network affiliate, but seek advancement. Copywriting ability plus college background. Box 860, BROADCASTING.

10 years experience. Now employed. Would accept offer from established station in northeast U. S. for program director or program manager. Box 859, BROADCASTING.

Experienced copywriter-traffic girl looking for job with progressive station. College graduate capable, conscientious. Excellent references. Prefer south or east. Box 855, BROADCASTING.

Schools

The SCHOOL of RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

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NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Services

"NOW IS THE HOUR"

For Placement NOW—we need:—
5 manager-engineers, 4 construction/chief (2 TV) engneers, 63 studio xmitter operators (minimum 7 years experience), & 38 technicians to learn announcing. ALSO production manager; 17 copywriters; 19 senior personality announcers, 11 program directors.

WRITE—TODAY!

RRR—Radio Employment Bureau, Box 413, Philadelphia. "Where over 700 Broadcasters have been serviced!"

For Sale

For sale: 250 watt independent station in exclusive, good western market. Superb equipment in own building. Terms arranged. Address Box 713, BROADCASTING.

New RCA equipment for sale at RCA list prices. Available now. One 4-section pylon, ten LC 1A speakers, ten 70D turntables, one 76 B5 consolette. Stands, racks, amplifiers. Purchased for FM now abandoned. Box 787, BROADCASTING.

For sale—Lehigh 204 ft. tower, designed for four section pylon, not insulated. $3500.00 FOB Harrisburg, Penna. Box 788, BROADCASTING.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

RCA consolette 76-B4 with power supply, brand new, never used. Cost us $1416.25. Make offer. Phone, wire or write General Manager, WKBZ, Muskegon, Michigan.

Complete 300' guyed tower and lighting, composite 500 watt broadcast transmitter. All offers considered. Skyland Broadcasting Corporation, 2812 Hillside Avenue, Dayton, Ohio.

For Sale (Cont'd)

250 watt composite transmitter, rack and panel job with separate power supply. Doolittle & Falknor frequency monitor, dozens of new tubes, spare parts, crystals for 1490 kc and 1230 kc both transmitter and monitor, extra microphones, turntables, etc. All used but in good workable condition, to be sold whole or part. We just installed entire new plant with 1000 watts, 850 kc and selling off old material. Phone, wire or write, General Manager, WKBZ, Muskegon, Michigan.

Three dictaphone electronic dictating machines, model AE in Cameo cabinets, one matching Cameo model transcribing machine and one Cameo model shaving machine. Entire outfit cost us $1479.90. Used about three months. Make offer, all or separately. Phone, wire or write General Manager, WKBZ, Muskegon, Michigan.

For sale—New 3 section super turnstile FM antenna. Original crate. WBML, Macon, Georgia.

Two RCA Universal pick-up kits. Latest type. $350.00 WJOC, Jamestown, New York.

10 kw transmitter. Unusual bargain. Now available. Composite, conservative design. Wire or phone Mark Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

RCA modulation monitor, type 66-A—$275.00. RCA limiting amplifier type 96-AX—$325.00. Western Electric type 23-A console—$675.00. RCA type 70-B transcription turntable with reproducer and filter—$325.00. Audax P.R.O. 5 lateral reproducer—$65.00. All in first class condition and FCC approved. Write WSLI, P.O. Box 1847, Jackson, Miss.

180 foot self-supporting tower, in excellent condition. Ready for delivery. Radio Station WMLT, Dublin, Georgia.

For sale—Field intensity meter, RCA-TMV-75B complete. WDRC, Hartford 4, Conn.

For sale—189 foot Truscon, self-supporting tower. In excellent shape, with heavy coating of paint. Complete with lights and base insulators. Now on the ground ready to move. Price $2,250. Call or wire Bud Finley, WLBJ, Bowling Green, Kentucky.

Professional transcription turntable console with WE arm, equalizer and 9-A head. QRK turntable. Built by Langevin. New condition. $400.00. KSMA, Box 407, Santa Maria, California.

Best offer over $2000.00 takes our dismantled 179 ft. Lehigh self-supporting tower, Locke insulators, lighting system. Blue prints. Split 50-50 freight charges. WSLB, Ogdenburg, N. Y.

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.
TOWERS FOR SALE — AM, supporting FM and TV.
Write, wire or phone 8503
John Greene
GREENE TOWER CO.
Southern Pines, N. C.

250 watt station, good market profitable operation. Owner selling because of other interest. Box 774, BROADCASTING.

Southern Independent
$70,000
COVERS A MAJOR MARKET

Here is an opportunity for good radio management to take advantage of a situation with an unusual potential. Station is making some money now, but a capable operator can double the business. Physical properties are excellent and include valuable building and land. Covers one of the South's most attractive and important markets.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Clarence E. Wilson and	Ray V. Hamilton
1011 New Hampshire Avenue	Philip D. Jackson	235 Montgomery Street
NAtional 7405	Tower Petroleum Bldg.	Exbrook 2-5672
	Central 1177	

POLICY CHANGE
Code Influences WWJ
—To Lift Ban—

WWJ DETROIT announced June 12 that it had amended its policy against the use of transcribed announcements, a move attributed to the industry's action in strengthening its standards for advertising.

In November 1944 the station discontinued the broadcasting of transcribed announcements but states that during the intervening three and a half years a great improvement in American radio has been achieved. Therefore, WWJ will now accept for broadcast all transcribed announcements which, "within its judgment, are not offensive to good taste or inimical to good radio."

Adoption of the Standards of Practice at the NAB Los Angeles convention "now insures for the future a maintenance of good radio and good listening," the station said in claiming an important role in industry re-evaluation.

The station said that advertisers, agencies and broadcasters have become much more aware of their basic responsibility to the public.

The statement continued:

"WWJ takes justifiable pride in the fact that its summary action of late 1944 played a vital part in causing the broadcasting industry to re-evaluate itself. WWJ also feels that there is no further need to continue its self-imposed ban on all transcribed announcements."

For Sale (Cont'd)

For sale—Complete equipment for a 1000-500 watt installation Collins 20-C transmitter; 180 ft. Blaw-Knox Tower antenna tuning unit; concentric line; limiting, line and monitor amplifiers; control console, spare tubes and parts. No frequency or modulation monitors. Equipment now in use and extremely reliable and trouble-free. Will be available about August 1, 1948. Make offer. Write Radio Station WHIS, Bluefield, West Virginia, Attention P. T. Flanagan, Manager.

Wanted to Buy

Wanted—Complete equipment for kilowatt station. If you have any or all, write today. Box 743, BROADCASTING.

Experienced radio man interested local station in southeast. Cash. Every reply confidential and answered. Box 744, BROADCASTING.

Radio station or CP. Preferably in west or southwest, but will consider other markets. Box 773, BROADCASTING.

Wanted to buy—Complete file BROADCASTING Magazine, 1942-47 inclusive. Sam Kerner, KWIK, Burbank, Calif.

Wanted. Urgently needed. 3 pairs type 59 tubes. Name your price. WFTL, Ft. Lauderdale, Florida.

Miscellaneous

TRANSCRIPTION FIRMS
Are you looking for sales results in Western New York State?
Our salesmen bring results!
May we represent you?
Charles Productions
79 Eastland Avenue
Rochester 7, New York

Complete tower erection and maintenance AM-FM-TV. Ace Hi Radio Tower Construction Co., 121 Broad St., Rome, Ga.

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

Agencies

(Continued from page 10)

ROBERT P. KuKUCK, director of television, on series of TV shows agency is preparing for fall presentation.

GEORGE T. SEWELL, formerly in charge of market research division of Young & Rubicam, New York, appointed manager of research department. He has been with Y&R nearly 15 years.

JOHN C. CORNELIUS, executive vice president of BBDO New York, named to board of Red Owl Stores Inc.

WILLIAM TYLER, formerly with Dancer-Fitzgerald-Sample, and Doherty, Clifford & Shenfield, New York, appointed creative chief of Leo Burnett Co., Chicago, effective July 1. He also has been with Young & Rubicam and Foote, Cone & Belding, New York.

BILL BERNBACH, copy chief at Grey Adv., New York, appointed vice president in charge of creative department.

SIDNEY COPELAND, former Seattle bureau chief for Time Inc., joins MacWilkins, Cole & Weber, that city, as news bureau chief.

JOSEPH ELSON, formerly with L. H. Hartman Co., New York, joins Bass-Luckoff of Hollywood, as traffic coordinator.

ROBERT A. McANULTY and **DALE JOSEPHSON** open advertising agency as McAnulty & Josephson in Guardian Bldg., Portland, Ore. **MOE MARTINDALE** joins as agency artist.

FRANCIS X. McFADDEN, former advertising production manager of Creative Artist Co., joins production department of Flint Adv., New York.

BOONE, SUGG & TEVIS, San Francisco, changed name to Boone, Sugg, Tevis & Walden, with admission of **CHARLES K. WALDEN** as full partner.

RAYMOND REEVES, formerly with New York office and before that with Pacific Coast offices of J. Walter Thompson Co. as research director, appointed research director of San Francisco Bay Area Council.

REUBEN H. DONNELLEY Corp., San Francisco, moves to new quarters at 593 Market St.

ABBOTT KIMBALL Co., Los Angeles, making temporary headquarters in offices of former Dunn-Fenwich Agency with which it has merged, at 4015 Wilshire Blvd. Has started construction at same address of two-story building for permanent headquarters, scheduled for completion in October.

DONALD DICKSON resigns from Harry E. Foster Agencies, Toronto, to become advertising manager, Bullas Department Stores, Kitchener, Ont.

HIRAM ASHE Adv. Assoc., New York, moves offices to larger quarters at 535 Fifth Ave.

JOE GANS joins Raymond Adv., Newark, N. J., as account executive.

SIMMONDS & SIMMONDS Inc., Chicago and St. Louis, moves Chicago offices to larger quarters at 201 North Wells Bldg.

DANIEL F. SULLIVAN Co., Boston, elected to membership in American Assn. of Advertising Agencies.

LOCKWOOD-SHACKELFORD Adv. moves to new Los Angeles headquarters at 2001 Beverly Blvd. Telephone: Dunkerque 8-3121.

Toronto Radio Club

SID LANCASTER, Radio Representatives Ltd., Toronto, was elected president of Toronto Radio Executives Club at annual luncheon meeting June 9, succeeding Spence Caldwell, All-Canada Radio Facilities Ltd., Toronto. Maurice Rosenfeld, radio director, MacLaren Adv. Co., was elected vice-president; James Scott, Radio Representatives Ltd., secretary, and Ted Rutter, H. N. Stovin & Co., treasurer. Plans for meetings at which more account executives would come as guests of members were formulated. Gordon Keeble, radio director of F. H. Hayhurst Co., Toronto, announced that brochures on family listening habits survey being made under auspices of Toronto Radio Executives Club, would be ready to go out to stations late in June.

LATE CLASSIFIEDS

Help Wanted

Managerial

Manager for middle western FM station owned by a newspaper still enthusiastic about long term bet on future of FM. Station on air for year and soon to increase to 40 kw. Prefer experienced young man with keen sense of station exploitation and individual programming rather than super-salesman. Fair starting salary and increases commensurate with station development. Send picture and full past experience to Box 854, BROADCASTING.

Salesmen

WANTED
Experienced time salesman. 250 watt daytime independent located New England. Lush market. Salary and commission.
BOX 853, BROADCASTING

Late Classifieds (Cont'd)

Wanted—Salesman or commercial manager. Established, aggressive 1000 watt midwest station. Unlimited opportunity for right man. Present commercial manager being promoted. Submit full details including character reference. Box 842, BROADCASTING.

A salesman now selling in small market will be interested in this ad if he has the ambition and ability to sell in major markets and desires to connect with an expanding organization. We have stations in Dallas, Little Rock and New Orleans—with prospects for two additional major markets. My sales force works on commission basis with livable guarantee. If you can sell, you can make money; the larger your check the better I like it. So if you have a sales record to back you up, write me. I want to know all about you, for I expect our connection to be permanent and mutually profitable. Give me information regarding personal habits, family, education, business experience and radio sales record. A. L. Chilton, KSEY, Hotel Stoneleigh, Dallas, Texas.

Announcers

Three versatile announcers needed for fast growing, aggressive, progressive-minded independent in Texas. Tough job but producers will find reward with this station. Unless you've had minimum five years experience, don't waste my time. Audition disc, full details first letter. Socs Vratis, KOLE, Port Arthur, Texas.

Technical

Combination man with first class ticket wanted immediately. Contact WFEB in Sylacauga, Alabama.

Situations Wanted

Managerial

Station manager wishes change. Desires interest in station or change to national sales or with representative. Southeast preferred. Fourteen years experience in sales and station management and national sales. Box 861, BROADCASTING.

Announcers

Florida only! Announcer eight years, 32 years old. Permanent resident. Box 858, BROADCASTING.

Two announcers; available singly. Experienced, capable, veratile, ambitious, dependable veterans. Now employed 5 kw station. What's your offer? Box 862, BRODACASTING.

Wishes for opportunity to break into radio. Graduate of leading announcers' school. Trained in voice, diction, news, commercials, musical terminology. Eligible for GI training. Live audition preferred. Write Box 544, Pittston P. O., Pittston, Penna.

Technical

Engineer. 1st phone, 2nd telegraph. Experienced transmitter, studio, remotes and recordings. Active amateur, close to New York. Box 857, BROADCASTING.

Engineer, 10½ months experience AM-FM. RCA grad. Married. Car. Box 856, BROADCASTING.

Available immediately — engineer 1st phone, I.B.E.W.; 2 years college, 3½ years experience—studio control, remotes, xmtr, maintenance. Assisted installation of 1 kw AM 20 kw FM xmtr. Single, sober. Charles Poticha, 192 Bain Ave. Marion, Ohio.

Engineer, 1st phone, telegraph—license—ham, servicing and marine experience. Announcing if necessary. Consider any location. David Fischer, 1232 B29 St., Far Rockaway, N. Y.

Transmitter engineer—Five years experience, AM, two years transmitter, three years studio; remotes. First class telephone, telegraph licenses. Married. South preferred. Box 864, BROADCASTING.

AM, FM, TV, FAX topflight technical. 20 years experience. Age 39, specialties installation and maintenance. Excellent health, character and references. Box 865, BROADCASTING.

Production-Programming, others

Program manager—mature—commercial—One of the top men in the field—record of success documented by Hooperatings in competitive markets. Background of advertising, merchandising, promotion, writing, production, sales and management. Program manager for tough spot or manager for small market station. Box 861, BROADCASTING.

New Business

(*Continued from page 12*)

ept. 1 expands to 13 other Columbia Pacific Network stations. Agency: ennen & Mitchell, Beverly Hills, Calif.

INAL arrangements were completed last week for sponsorship of *Parade Quiz* on WABD New York, by **WHELAN DRUG STORES Inc.** BROADCASTING, June 14]. Series is heard Thurs., 8-8:30 p.m. Contract or 52 weeks placed direct, is effective in July, exact date still unannounced.

MERICAN DRUGGIST SYNDICATE Inc., **DRUG PRODUCTS Co.** and URITY DRUG Co., which have appointed Wesley Assoc., New York, nticipate spot radio test campaign. Starting date not set.

Network Accounts • • •

MANHATTAN SOAP Co. (Sweetheart Soap) June 28 starts *We Love nd Learn* on NBC as replacement for *Katie's Daughter*, same time eriod, 11:15-11:30 a.m. Mon.-Fri. Agency: Duane Jones Co., New ork.

BORDEN Co. last week signed two 52-week renewals with CBS, for *our Song and Mine*, effective July 7, and *County Fair*, effective July . *County Fair* is heard Sat., 1:30-2 p.m., and *Your Song and Mine* on Wed. 9-9:30 p.m. Agency: Kenyon & Eckhardt, New York.

MINNESOTA VALLEY CANNING Co. (canned vegetables) July 16 enews for 52 weeks *The Fred Waring Show* Fridays on NBC. Program ired 9:00-9:30 a.m. (CDT) Mon.-Fri. Leo Burnett Co. is agency. GENE OGE is NBC account executive.

WHITE KING SOAP Co., Los Angeles, June 28 renews for 52 weeks rank Hemingway's *Breakfast News* three weekly (7:00-7:15 a.m. DST) on full Don Lee Network and 17 stations of Mutual Intermountain group, and KRAM Las Vegas, Nev. Agency: Raymond R. Morgan, os Angeles.

STERLING DRUG Inc., Windsor Ont. (Phillips Milk of Magnesia oothpaste and Bayers Aspirin), June 29 starts *Mystery Theatre* on 5 Trans-Canada Network stations, Tues. 8-8:30 p.m., with repeat to est Coast 11:30-12 midnight. Program replaces *Big Town*, aired for anadian Ironized Yeast Co., Sterling's subsidiary which was cancelled une 22. Agency: Dancer-Fitzgerald-Sample, Chicago.

NOXEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York, July 9 renews Gabriel Heatter newscasts 6:00-6:15 p.m. PDST) on 13 Don Lee stations for 52 weeks.

PABST BLUE RIBBON (beer) announces effective in October, NBC *Eddie Cantor Show* moves from Thursday to Friday evening 9-9:30 .m. Agency: Warwick & Legler, New York.

Adpeople • • •

HERBERT WARD named advertising manager of Bireley's Division, General Foods Corp., Hollywood. He was recently with Walgreen Co., Chicago, and before that with Sears, Roebuck & Co., Chicago, and Erwin, Wasey Co., Los Angeles.

JOHN BORR, with American Tobacco Co., New York, for past ten ears, named assistant advertising manager of the company.

KENNETH W. SICKINGER appointed assistant advertising manager f Zenith Radio Corp., Chicago. He was formerly with Western Adv., Racine, Wis., and Belmont Radio Corp., Chicago.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Campbell-Porgie

SOMEONE CARES

On Transcriptions: **NBC Thesaurus—Novatime Trio; Standard — David LeWinter; Associated — Art Mooney.**

On Records: **Vaughn Monroe—Vic. 20-2671; Art Lund—MGM 10170; Frankie Carle—Col. 38130; Mills Brothers—Dec. 24409; John Laurenz—Mer. 5144.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

TV DRAMA PROGRAMS HIGH IN MAY PULSE

DRAMATIC programs were the most popular video fare with New York audiences in May, according to The Pulse Telereport for that month, which covered 292 quarter-hours of telecasts. Although dramas checked on account for only 12 quarter-hours, or 4.1% of the total video time, their average rating was 36.2. Sample included broadcasts of *Kraft Television Theatre, Theatre Guild, Tonight on Broadway* and *Barney Blake, Crime Reporter.*

Sports telecasts, which led in the amount of air time, 88 quarter-hours or 30.1% of the total, ranked second from the standpoint of ratings, with an average of 24.4. Evening sports programs, including 38 quarter-hours of boxing and wrestling, achieved an average rating of 28.6; daytime sports telecasts, including 46 quarter-hours of baseball and four of racing, averaged 22.6. No night baseball games were telecast during the checking period but they would undoubtedly get high ratings, Pulse opines, pointing out that the 22 quarter-hours of Saturday and Sunday baseball on television got an average rating of 37.5.

Breakdown of The Pulse Telereport for May follows:

	Quarter-hours	Average rating
Visual sports [baseball, racing, boxing, wrestling]	88	24.4
Films	62	15.6
Kid shows	32	24.2
News	27	17.2
Comedy-variety	17	20.2
Drama	12	36.2
Sports news	11	19.2
Quiz shows	6	21.5
Food & Cookery	6	12.5
Music	5	13.8
Misc. [Including hobby shows, fashions, special events, etc.]	26	12.6

Only U. S. Shows Listed In May Canadian Top Ten

FOR FIRST time in many months, only American evening network shows are listed among ten top favorite programs heard in Canada. May national ratings report issued by Elliott-Haynes Ltd., Toronto, as result of a survey in 15 Canadian cities, shows *Radio Theatre* in first place with rating of 32.5, followed by *Charlie McCarthy* 30.7, Fred Allen 29.7, *Fibber McGee & Molly* 28.3, *Amos 'n' Andy* 23.5, *Music Hall* 21.6, *Album of Familiar Music* 20.4, *Twenty Questions* 19.4, Bing Crosby 18.9 and *Adventures of Ozzie & Harriet* 18.1.

On daytime programs in May first five programs were *Big Sister* 17.3, *Happy Gang* (Canadian program) 16.4, *Ma Perkins* 15.4, *Pepper Young's Family* 15.1 and *Sing Along* (Canadian program) 15.

Most popular French daytime programs were *Rue Principale* 29.5, *Jeunesse Doree* 29, *Tante Lucie* 21.5, *Le Quart d'Heure de Detente* 21.3 and *Les Joyeux Troubadours* 20.4. The five first French evening shows were *Un Homme et Son Peche* 41.1, *Radio Carabins* 39.7, *Metropole* 32.7, *Ceux qu'on Aime* 30.8, *Le Ralliement du Rire* 29.6.

Miss Dorothy J. Ayres
Olian Advertising Co.
St. Louis 1, Mo.

Dear Dot:

I 'low as I h'ain't seen two happier kids as I seen t'other day when WCHS awarded th' prizes to it's contest sponsored in conjunction with the CBS-American School of th' Air. Although all o' th' many prizes ain't as get given, these two kids already has received their bicycles . . . an man, you'd think they wus gettin' a milyun dollars . . . Boss sez: Them smiles pay off in listeners and listeners mean ratin's and ratin's . . . well roun' these parts when you speak o' ratin's you jest naturly speak of WCHS—which has 5000 watts at 580 . . . naturly . . .

yrs.

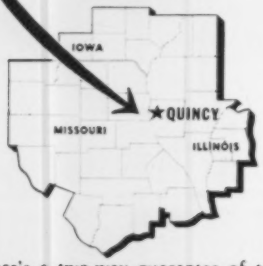
Algy.

WCHS
Charleston W. Va.

In OMAHA
Wise advertisers choose the station the people choose...
WOW
...nationally represented for 15 years by
JOHN BLAIR & COMPANY
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

ASK YOUR PETRY MAN
About Availabilities in the
YANKEE NETWORK
News Service Editions at
8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.
THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

WTAD
WTAD-FM
Quincy, Illinois



Here's a two-way guarantee of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners . . . more sales and profits. Use these dominant stations to tell and sell!

WTAD
930 KC 1000 Watts
CBS Affiliate
Covers 34 Mississippi valley counties . . . core of productive Illinois - Missouri - Iowa agriculture region.

WTAD-FM
99.5 MC
Channel 258.
ERP 53,000 Watts. Equipped with 804 foot tower and new transmitter.

Represented by WEED & COMPANY

Lee STATIONS

UPHOLDS TV

'Journal' Story Refuted By Storer

REFUTING arguments in an article citing the detrimental effect video is having upon aural broadcasting, George B. Storer, The Fort Industry Co. president, May 31 advised *The Wall Street Journal* that compensating features outweighed any temporary industry dislocation.

In letters to Bernard Kilgore and William H. Grimes, president and editor, respectively, of the *Wall Street Journal*, Mr. Storer described an article by Joseph W. Taylor which appeared in the *Journal's* May 21 editions as being "most interesting but somewhat over-drawn."

Providing coverage of the NAB convention in Los Angeles, the *Journal's* staff correspondent wrote:

The promising problem child of the amusement world, television, is being thoroughly examined by its worried big brothers, the radio and movie industries.

For one thing, this popular infant already is luring fans away from living room radio sets and the neighborhood movie house. What's more, television bids fair to put a much bigger dent in the very radio business which is nursing it along—to the tune of a huge bill—until it can manage alone.

"It is apparent," Mr. Storer wrote, "that Mr. Taylor has been exposed to a great deal of convention conversation at the National Assn. of Broadcasters' meeting in Los Angeles. Evidently a gloomy picture of the future of radio broadcasting has been painted for his benefit."

Mr. Storer said it was also apparent that "any temporary dislocation of radio broadcasting is more than offset by the enhanced opportunities offered by television."

The author quoted several station officials as bemoaning the high equipment and operating costs. Those quoted were James D. McLean of WPTZ Philadelphia, Capt. William C. Eddy, WBKB Chicago and Harry Bannister, WWJ Detroit.

Anticipated Complaints

Complaints were to be expected "from certain broadcasters who have enjoyed substantial earnings and, in many cases, not too much competition in the past," Mr. Storer said.

"Being a so-called old-timer (21 years)," Mr. Storer continued, "I can well remember the early vicissitudes of our present radio broadcasting system, and I am much more enthusiastic over the potential opportunities for service and profit in the field of television than I was in the early days of radio. This is largely due to the present day acceptance which radio has developed with advertisers. Many late comers in the radio broadcasting business do not know the uphill road traversed by early licensees of radio stations."

Mr. Storer also pointed out that not only radio would have its advertising funds siphoned from it by video. He said that the combination of the elements of sight, sound and motion into a single means of mass communication has already demonstrated its "tremendous impact" upon audiences and should prove to be "one of the most effective advertising vehicles ever developed."

"It is, also, quite possible," warned Mr. Storer, "that the development of television as an advertising medium will not adversely affect radio advertising budgets alone, but, also, may seriously reduce budgets allocated to other advertising media."

Wrote Mr. Taylor:

A bitter pill for broadcasters is the fact that a television set owner gained is a radio listener practically lost. Movie men, too, have found television luring away some of their most faithful patrons.

The minute a television set goes in, complains one radio man, the AM set becomes strangely silent. This loss of radio audience is going to make the adjustment to television a "rough" one, he believes.

The article said further that:

Radio men may dislike the idea of listeners turning from radio to television, but they're anxious enough to own a television station for them to switch to. Networks, too, have been pushing their affiliates in order to build up their chains in the new medium, a network official says.

"Present day radio broadcasting," rebutted Mr. Storer, "did not achieve its present successful status until network broadcasts and low cost receivers had been developed. The growth of television will undoubtedly parallel that of the radio broadcasting industry."

Mr. Storer said it was his opinion that "ultimately television receivers will be used to receive regular radio broadcasting on the sound channel part of the day and, during appropriate periods, television will be added; thus combining both sight and sound, communication and entertainment from a single instrument."

The Fort Industry Co., headed by Mr. Storer, is licensee of WSPD Toledo, Ohio; WWVA Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK Lima, Ohio; WJBK Detroit; WAGA Atlanta, Ga. and WGBS Miami, Fla.

News

BILL WATTS has been promoted to news director of WSRS and WSRS-FM Cleveland.

GRIFFING BANCROFT, WTOP Washington newscaster, has succeeded Newsman **DON PRYOR** on CBS "News From Washington" series, Saturdays 6-6:15 p.m. (EDST). Mr. Pryor is now heard on WTOP newscast at 6:15 p.m. Saturdays.

PAUL B. McGEE, well-known newspaperman and Washington radio correspondent, has been selected as daily commentator for Colonial Network. He will furnish news for some 12 stations in upper New York State, and will broadcast from Washington five times weekly.

HENRY HOVLAND has joined farm department staff of WHO Des Moines.

School Reporters

SPORTS CORPS has been organized at WSB Atlanta, Ga., by Sports Director Thad Horton. Representative from each of Atlanta Public Schools has been selected for corps and will furnish Mr. Horton with first-hand information on high school sports to be included on his "Scoreboard" show over WSB. Members of Sports Corps will be granted free access to press box at all high school athletics.

MILT MILLER, sportscaster heard on WWRL Woodside, New York, and WBNX New York in soccer programs, has been named radio and television director of National Soccer League's agency, Sons Assoc., New York. League has granted permission to broadcast and televise its soccer games in circuit composed of 10 teams in New York area and one in Bridgeport, Conn.

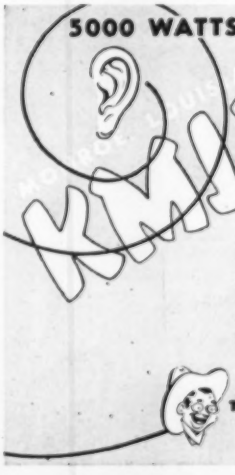
PRICE OWEN, war correspondent, author, editor and news commentator, June 14 began new Mon.-Fri. newscast series over WIBG Philadelphia, under sponsorship of Wolfington's Philadelphia automobile dealer.

BERT WINN, newscaster of KXOB Stockton, Calif., is the father of a boy.

WPIX Transfer

TRANSFER of three television construction permits from the News Syndicate Co. Inc., to its wholly owned subsidiary, WPIX Inc., both New York, has been granted by the FCC. Permits are for WPIX, which went on the air June 15, and for two remote mobile units. Station personnel and facilities will be separate from News Syndicate, officials announced last week.

5000 WATTS DAY . . . 1000 WATTS NIGHTS



KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY
TAYLOR-HOWE-SHOWDEN Radio Sales, INC.
AFFILIATED WITH
AMERICAN BROADCASTING CO.

FCC Actions

(Continued from page 82)

Applications Cont.:

AM—1410 kc

WJOC Jamestown, N. Y.—CP change hours from D to unl., frequency from 1370 to 1410 kc and install DA-DN.

Assignment of License

WNAR WNAR-FM Norristown, Pa.—Consent to assignment of license of Standard and CP of WNAR-FM to Norristown Bcstg. Co. Inc.

AM—1240 kc

Mark Perkins, San Antonio, Tex.—CP new standard station 1240 kc 250 w unl. Contingent on KMAC vacating 1240 kc.)

APPLICATION RETURNED

AM—1240 kc

Vinita Bcstg. Co., Partnership composed of Austin B. Chappelle, James E. Scroggs, Ottice Tidwell and Russell Bennett, Vinita, Okla.—CP new standard station 1240 kc 250 w unl. Incomplete.

STATION DELETED

AM—1340 kc

KDUR Texhoma Bcstg. Co., Durant, Okla.—Standard station 1540 kc 250 w unl. DA-N.

June 16 Decisions . . .

BY COMMISSION EN BANC

CPs Vacated

Unity Corp. Inc., Springfield, and Mansfield, Ohio—At request of Edward Lamb, vice president and principal stockholder of Unity Corp. Inc., vacated CPs for new FM stations at Springfield and Mansfield which were granted March 12.

Petition Granted

Radio Corp. of Board of Missions and Church Extension of the Methodist Church, New York—Granted petition insofar as it requests reinstatement of application for Class B FM station, subject to filing within 60 days of amendment specifying channel requested.

STA—87.5 mc

WVFC Ithaca, N. Y.—Granted special temporary authority for 90 days to operate studio trans. link circuit on 87.5 mc, subject to cond. that no interference is caused to other stations operating on this or adjacent frequencies.

FM Allocations

Adopted orders amending, effective July 26, revised tentative allocation plan for Class B FM stations so that allocation to Hazleton, Pa. Channel 227 is deleted and Channel 250 is substituted therefor, and Channel 274 is deleted from Sumter, S. C., and Channel 274 is included in plan to Florence, S. C.

Hearing Designated

Hampden-Hampshire Corp., Holyoke, Mass.—Designated for hearing in consolidated proceeding with Springfield applications, application of Hampden-Hampshire Corp. for new TV station.

West Va. Bcstg. Corp., Wheeling, W. Va., and Tri-City Bcstg. Co., Bellaire, Ohio—Designated for hearing in consolidated proceeding application of West Virginia Bcstg. Corp. and Tri-City Bcstg. Co. for new TV stations.

Leland Hoizer, San Diego, Calif.—Designated for hearing application of Holzer in consolidated proceeding with other San Diego TV applicants.

HARMCO Inc., Sacramento, Calif.—Designated for hearing in consolidated proceeding with other Sacramento TV applications, application of HARMCO.

Tri-City Telecasters Inc., and Penn-Allen Bcstg. Co., Allentown, Pa.—Designated for consolidated hearing with Allentown-Easton TV applications, applications of Tri-City and Penn-Allen.

Landon Television Bcstg. Co., KLZ Bcstg. Co., The Daniels & Fishers Stores Co., Aladdin Television Inc., Denver Television Co. and KMYR Bcstg. Co., Denver, Col.—Designated for consolidated hearing six applications for TV stations in Denver.

Hildreth & Rogers Co., Lawrence, and Lowell Sun Pub. Co., Lowell, Mass.—Designated for consolidated hearing TV application of Hildreth & Rogers Co. with application of Lowell Sun.

Petition Granted

Granted petition submitted by The WGAR Bcstg. Co., WJW Inc., Allen B. DuMont Labs. Inc., United Bcstg. Co. and Cleveland Bcstg. Co. Inc. for permission to submit testimony at hearing in matter of amendment of Sec. 3.606 of Rules concerning proposals which tiley wish to make. Further ordered that interested persons who desire to present testimony in opposition to or in support of petitioners' proposals will be permitted to do so if notices of appearance, statements of points and five copies of engineering exhibits are filed not later than noon on Mon., June 28.

Hearing Continued

Continued indefinitely pending termination of proceeding on amendment of TV rules, hearing scheduled June 28 at Youngstown, on applications of Vindicator Printing Co., et al.

TV Operating Hours

Adopted rules (amending Sec. 3.661) which provide for graduated scale of television programming during early license period. Change proposed May 6, and now made final, permits graduated operating schedule effective July 1.

June 16 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWAL Wallace, Ida.—Mod. CP change in frequency, increase power etc., for extension of completion date.

KROF Abbeville, La.—Mod. CP new standard station for extension of completion date.

WKMH Dearborn, Mich.—Mod. CP change frequency, hours etc., for extension of completion date.

AM—1280 kc

Richard O'Connor, Saratoga Springs, N. Y.—CP new standard station 1280 kc 1 kw D.

Modification of CP

WRRN Warren, Ohio—Mod. CP change frequency, increase power etc., for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP change frequency, increase power etc., for extension of completion date.

KPAN Hereford, Tex.—Mod. CP new standard station for extension of completion date.

AM—610 kc

Kermit Bcstg. Co., Kermit, Tex.—CP new standard station 610 kc 1 kw D.

KCOR San Antonio, Tex.—Mod. CP increase in power change hours etc., for extension of completion date. AMENDED to extend completion date to July 15.

TV—54-60 mc

City of Jacksonville, Jacksonville, Fla.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15 kw, aur. 7.5 kw unl.

The Tower Realty Co., Cumberland, Md.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 1.0 kw, aur. 0.5 kw unl.

Davenport Bcstg. Co. Inc., Davenport, Iowa—CP new commercial television station on Channel 2 54-60 mc, ERP vis. 1.625 kw, aur. 0.8126 kw unl.

TV—192-198 mc

Tulsa Television Co., Tulsa, Okla.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 18.3 kw, aur. 9.1 kw unl.

TV—180-186 mc

Wichita Falls Television Co., Wichita Falls, Tex.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 2.72 kw, aur. 1.36 kw unl.

STL—940.5 mc

White Rose Bcstg. Co., York, Pa.—CP new ST link station on 940.5 mc, 15 w, emission special for FM unl.

License Renewal

W8XUM Radiohio Inc., Columbus, Ohio—License renewal of facsimile broadcast station.

WBAY Coral Gables, Fla.—License renewal AM station.

WOLF Syracuse, N. Y.—License renewal AM station.

TENDERED FOR FILING

TV—66-72 mc

Fansworth Television and Radio Corp., Fort Wayne, Ind.—CP new commercial television station on Channel 4, 66-72 mc, ERP vis. 16 kw, aur. 10 kw.

TV—186-192 mc

A. G. Beaman and T. B. Baker Jr. d/b as Capitol Bcstg. Co., Nashville, Tenn.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 28.6 kw, aur. 14.3 kw.

Acquisition of Stock

WPOE Elizabeth, N. J.—Acquisition of stock owned by Eleanor M. Brodesser, executrix of estate of Frederick A. Brodesser, deceased, in permittee corporation by Robert C. Crane.

Assignment of License

WTOP WTOP-FM Washington, D. C.—Consent to assignment of license of WTOP and CP of WTOP-FM to WTOP Inc.

Transfer of Stock

WMIX WMIX-FM Mt. Vernon, Ill.—Consent to transfer of stock owned by L. F. Tomlinson in licensee corporation (AM and FM) to Eleanor R. Mitchell.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,680 licensed, 356 construction permits, 280 applications in pending file, 302 applications in hearing; FM—128 licensed, 113 conditional grants, 788 CPs (of which 426 are on air under special temporary authority) 53 applications pending, 40 applications in hearing; television—seven licensed, 101 CPs (of which 27 are on air), 277 applications pending of which 178 are in hearing.

AM—1600 kc

William Howard Payne d/b as Payne County Bcstrs., Cushing, Okla.—CP new standard station 1600 kc 500 w D.

Assignment of License

KVOW Littlefield, Tex.—Consent to assignment of license to Southwestern Bcstrs., partnership comprised of J. C. Rothwell and J. B. McShan.

Modification of CP

KTEN Wichita Falls, Tex.—Mod. CP increase power from 1 kw unl. to 1 kw-N, 5 kw-D, DA-N, on 1290 kc.

June 17 Decisions . . .

BY COMMISSION EN BANC

Assignment of License

KLOK & KLOK-FM San Jose, Calif.—Granted voluntary assignment of license of AM station KLOK and CP for KLOK-FM from E. L. Barker, Claribel Barker, general partners; T. H. Canfield, Opal A. Canfield and Chas. M. O'Brien Jr., limited partners, d/b as Valley Bcstg. Co. to Valley Bcstg. Co., new partnership of same name composed of assignor partners except for Chas. M. O'Brien Jr., who is retiring from assignor partnership, for sum of $15,961.68 for 15% interest.

Transfer of Control

WLIX Wilkesboro, N. C.—Granted transfer of control of Carolina-Northwest Bcstg. Co. from Hadley Hayes and Carrie Brewer Hayes, his wife to Edney Ridge, pres., director and 49.5% owner of licensee, for $13,000, (by cancellation of $10 000 note and $3,000 cash).

Merger Granted

KTEN (AM) and KTRN (FM) Wichita Falls, Tex.—Granted merger of Texoma and Times Pub. Co. broadcast interests by assignment of FM permit by Times Pub. Co. to Texoma Bcstg. Co.; control over Texoma to be transferred from current stockholders, none of which has control, to two of those stockholders (M. Bernard Hanks and Houston Harte), by setting up voting trust.

AM—1580 kc

Inland Bcstg. Corp., Charles City, Iowa—Granted CP new station 1580 kc 250 w D; engineering cond.; estimated cost: $11 450.

AM—1420 kc

Highland Bcstg. Corp., Peekskill, N.Y.—Granted CP new station 1420 kc 500 w D; engineering cond.; estimated cost: $16,056.

AM—730 kc

Alvin E. O'Konski, Merrill, Wis.—Granted CP new station 730 kc 1 kw D; engineering cond.; estimated cost: $18,750.

Petition Granted

WTOM Bloomington, Ind.—Granted petition to reconsider and grant without hearing application; ordered that application be removed from hearing docket and granted, for increase in power from 100 w to 250 w on 1490 kc.

Modification of CP

WLDY Ladysmith, Wis.—Granted mod. CP to increase power from 100 to 250 w.

Modification of License

KFKU Lawrence, Kan.—Granted mod. license to correspond to WREN license so that share-time operation may continue.

Hearing Designated

Redlands Bcstg. Co., Redlands, Calif.—Designated for hearing application for new station 550 kc 500 w D and made KFMB San Diego party to proceeding.

Petition Granted

Civic Bcstrs. Inc., Cleveland—Adopted memorandum opinion and order granting petition for review directed against ruling of Motions Commissioner on April 14 denying petitioner's request to enlarge issues on its application, and ordered that issues be enlarged.

June 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KXRX San Jose, Calif.—Mod. CP new standard station for extension of completion date.

AM—1320 kc

WKAP Allentown, Pa.—CP change frequency from 1580 to 1320 kc. AMENDED to change hours from D to unl. and install DA-N.

Modification of CP

WRLD-FM West Point, Ga.—Mod. CP new FM station for extension of completion date.

CP to Reinstate

WALA-FM Mobile, Ala.—CP to reinstate CP which authorized new FM station and which expired Sept. 18, 1947.

FM—97.9 mc

Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—CP new FM station (Class B) on 97.9 mc, Channel 250, ERP 16.9 kw and ant. height above average terrain 263 ft.

Modification of CP

KWIK-FM Burbank, Calif.—Mod. CP new FM station for extension of completion date.

KCLI Los Angeles—Same.

WJNO-FM West Palm Beach, Fla.—Same.

WEHS Chicago—Same.

FM—95.1 mc

News Printing Co. Inc., Goshen, Ind.—CP new FM station (Class B) on 95.1 mc Channel 236, ERP 20 kw and ant. height above average terrain 300 ft.

Modification of CP

KIMV Grant Township, Kan.—Mod. CP new FM station for extension of completion date.

License for CP

WCAO-FM Baltimore—License to cover CP new FM station.

Modification of CP

WXYZ-FM Detroit—Mod. CP new FM station for extension of completion date.
KSTP-FM St. Paul, Minn.—Same.
WSOC-FM Charlotte, N. C.—Same.
WUSE Philadelphia—Same.
WSM-FM Nashville, Tenn.—Mod. CP changes new FM station for extension of completion date.
KCMC-FM Texarkana, Tex.—Mod. CP new FM station for extension of completion date.
WHIS-FM Bluefield, W. Va.—Same.

License for CP

WBOE Cleveland, Ohio—License to cover CP changes in noncommercial educational FM station.

TV—204-210 mc

West Central Bcstg. Co., Peoria, Ill.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 29 kw, aur. 14.5 kw unl.

TV—180-186

Oliver Bcstg. Corp., Portland, Me.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 29.3 kw, aur. 15.4 kw unl.

Modification of CP

WKRC-TV Cincinnati, Ohio—Mod. CP new commercial television station to increase ERP from vis. 23 kw, aur. 12 kw to vis. 24.5 kw, aur. 12.25 kw.

TV—174-180 mc

Hampton Roads Bcstg. Corp., Newport News, Va.—CP new commercial television station on Channel 7, 174-180 mc ERP vis. 23.9 kw, aur. 12.6 kw unl.

Charleston Television Inc., Charleston, W. Va.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 26.5 kw, aur. 14 kw unl.

License Renewal

WEAR—Pensacola, Fla.—License renewal AM station.
WGTC Greenville, N. C.—Same.
WTOR Torrington, Conn.—Same.

TENDERED FOR FILING

Transfer of Control

KQW KQW-FM San Francisco—Consent to transfer of stock owned by Mott Q. Brunton and Ralph R. Brunton, as individuals and trustees, and Dorothy M. Brunton as individual trustee and executrix of will of Sherwood B. Brunton, deceased, in KQW-AM San Jose, Calif. and KQW-FM San Francisco to Columbia Bcstg. System Inc.

APPLICATION RETURNED

TV—76-82 mc

Queen City Bcstg. Co., Seattle, Wash.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 18.6 kw, aur. 9.3 kw unl. RETURNED June 16.

At Deadline ...

CHANGES IN APPLICATION FORMS MADE FINAL

FCC MADE FINAL its proposed changes in broadcast application forms [BROADCASTING, May 17], effective Aug. 1, but spokesmen said Friday that final order and new forms won't be available until after customary approval by Budget Bureau.

Changes will result in "considerable" savings of time for applicants but will not materially affect nature of information to be supplied, officials reported. As in May proposal, major changes will include:

(1) Elimination of commercial-sustaining percentage breakdowns on program types (but similar information would still be required in program log analysis); (2) deletion of requirement that network affiliates list network sustainers they rejected during "composite week"; (3) stations would no longer be required to report performance characteristics in renewal applications (but would still have to make measurements and keep records); (4) any qualified engineer could make determinations of precise geographical locations of antenna sites (now limited to civil engineers); (5) Blue Book definition of "non-commercial spot announcement" would be amended to keep promotional announcements for sustaining programs out of straight spot-announcement category.

Otherwise, changes were described as "largely editorial and clarifying in nature."

PLANS TO BE COMPLETED FOR DISTRICT 4 SESSION

PLANS for NAB District 4 convention to be held July 26-27 at Greenbrier Hotel, White Sulphur Springs, W. Va., to be completed Friday by Campbell Arnoux, WTAR Norfolk, district director, after conference with NAB President Justin Miller in Washington.

Mr. Arnoux met last week with John S. Phillips, WGKV, Charleston, W. Va., and William E. Blake, WRON Ronceverte, W. Va., on plans. Virginia Assn. of Broadcasters to meet at Greenbrier July 25, 3 p.m., prior to district session. W. Va. Assn. of Broadcasters will have Monday evening cocktail party and Sunday golf tournament.

HEADLINER AWARDS

NATIONAL Headliners Club, at its annual awards dinner Saturday in Atlantic City's Traymore Hotel, presented medals to Edward R. Murrow of CBS, Al Warner of MBS and Morgan Beatty of NBC, with special TV award, first in history of club, going to WFIL-TV Philadelphia, for its daily televised newsreel [BROADCASTING, March 22].

HEADS SALES GROUP

ROBERT A. WHITNEY, executive director of National Federation of Sales Executives, elected president Friday at convention in Waldorf-Astoria, New York. Alfred Schindler, St. Louis, elected board chairman; Arthur H. Motly named first vice chairman; James J. Nance, named second vice chairman; John W. Evans, reelected treasurer.

KELLOGG CANCELS

KELLOGG Co., Battle Creek, Mich., will cancel entire radio budget including *Breakfast in Hollywood* and Galen Drake programs. on ABC, effective July 23. Cancellation made in interests of greater advertising flexibility and billings will be shifted to other media, said an executive at Kenyon & Eckhardt, agency for Kellogg.

LIT BROS. AIMS SERIES AT MORNING TV AUDIENCE

LIT BROS. large Philadelphia department store, backed by Admiral, Philco and RCA, making first major bid for morning TV audience on regularly scheduled basis. Store June 22 starts *Lit's Have Fun*, hour-long audience participation show on WCAU-TV, Tuesday, 10 a.m., with three radio firms rotating sponsorship on tri-weekly basis. (Lit retails sets of each firm.)

Program is video version of store's daily 15-minute radio feature on WCAU and awards merchandise prizes to studio contestants and chance at jackpot. WCAU-TV officials hopeful show will mushroom daylight television, plan to use it as springboard for increased morning programming.

STATE DEPT., NBC CHIDED FOR 'VOICE' BROADCASTS

IN ORAL REPORTS to Senate (June 17) Sens. H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.), co-chairman of Senate committee which investigated "Voice of America" broadcasts, both placed blame for controversial passages on State Dept.; claimed NBC had not met its responsibility; and pledged continuation of investigations (see story page 32).

Lloyd A. Lehrbas, recently executive editor of *World Report*, named director of State Dept's Office of Information late Friday. Mr. Lehrbas will be incharge of department's "Voice of America" broadcasts, international press and publications, and movies. He succeeds William T. Stone, assigned as special assistant to Assistant Secretary of State George V. Allen.

LUCKIES TO USE TV

AMERICAN TOBACCO Co. planning extensive video football schedule for Lucky Strikes in fall, following successful gridiron telecasts last year on east coast and in Chicago. N. W. Ayer & Son, New York, in charge of company's television advertising, now working out details.

ANTHONY OUT OF BOSTON TV

E. ANTHONY & SONS withdrawal of Boston television application approved by FCC Friday, leaving seven applicants for one channel which would be available there under FCC's proposed new allocation plan. Withdrawal was without prejudice to filing new application later.

WAAF DENIAL PROPOSED

MORE THAN "expectation" of technical performance is needed in tight interference cases, FCC indicated Friday in decision proposing to deny WAAF Chicago switch on 950 kc from 1 kw day to 5 kw fulltime using four element directional day and six element array night. Protection of WWJ Detroit involved.

KTHT MOBILE STUDIO SHOWN

MOBILE STUDIO of KTHT Houston given private showings to FCC members and staff and other radio authorities in Washington Friday, en route to Philadelphia for direct broadcasts from Republican national convention this week and Democratic convention next month.

FOUR NEW VIDEO APPLICATIONS FILED

FOUR NEW commercial television station applications filed at FCC Friday:

Raleigh, N. C.—WPTF Radio Co., Channel 5 (76-82 mc), effective radiated power 16.6 kw visual, 8.3 kw aural, antenna height above average terrain 621 ft. Initial cost $249,450.11, first year operating cost $150 000, revenue unknown. Applicant licensee WPTF Raleigh.

Atlantic City—Press-Union Pub. Co., Channel 4 (180-186 mc), 1.0 kw visual, 0.5 kw aural, antenna 378 ft. Initial cost $182,000, first year cost $80 000, revenue unknown. Applicant licensee WBAB Atlantic City.

Denver—Gifford Phillips, Channel 9 (186-192 mc), 27.9 kw visual, 13.9 aural, antenna 314 ft. Initial cost $209.250, first year cost $75,000, revenue unknown. Mr. Phillips is majority stockholder KGHF Pueblo, Col., and is AM permittee at Denver, 1 kw day on 1430 kc.

Corning, N. Y.—Corning Leader Inc., Channel 2 (186-192 mc), 0.65 kw visual, 0.66 kw aural, antenna 595 ft. Initial cost $100,932, first year cost $30.000, revenue unknown. Firm is licensee WKNP (FM) Corning.

Closed Circuit

(Continued from page 4)

plan would double FCC's work, rather than reduce it.

CUBA stil holding back consent to postponment of August NARBA. Understood Canada as host nation, won't consent until Cuba agrees. Cubans said to desire spectral tribute in return for its consent.

IN ITS budgetary calculations, FCC has concluded that with its present funds and shortage of engineers, at least one year would be entailed cleaning up its present "processing line" on broadcast applications (AM, FM, TV).

HOUSE

(Continued from page 4)

House to be appointed by the Speaker one of whom he shall designate as chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized, empowered, and directed to conduct a study and investigation of the organization, personnel and activities of the FCC with a view to determining whether or not such Commission in its organization, in the selection and appointment of personnel, and in the conduct of its functions and activities, has been, and is, acting in accordance with law and the public interest, including (but not limiting the foregoing authority) a study and investigation of the Commission's licensing and license renewal activities.

The Commission's power and authority, if any, to promulgate and issue its so-called "Blue Book," and the extent to which, if any, the same has been, or is being, used as the basis or excuse for regulation by the Commission, directly or indirectly, of radio program content at licensed radio stations; whether the Commission has licensed or proposes to license any radio station or stations owned or controlled by persons who are members of, or affiliated with, subversive or Communistic front organizations or who might permit the facilities of such radio stations to be used contrary to the public interest; and whether there has been, or is, any concerted movement or effort to procure the concentration of radio station licenses, including FM, AM, and television, in the hands of a limited class of persons or concerns rather than a distribution of such licenses on a geographical and equitable basis, as provided by the Communications Act of 1934 as amended.

The committee shall report to the House (or to the clerk of the House if the House is not in session) at the earliest practicable date during the first session of the 81st Congress, the results of its investigation, together with such recommendations as it deems desirable.

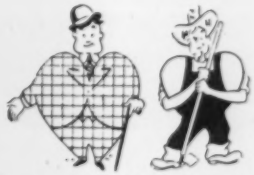
For the purposes of this resolution the committee is authorized to sit and act during the present Congress at such times and places within the United States, whether or not House is sitting, has recessed, or adjourned, to hold such hearings, to require the attendance of such witnesses and the production of such books, papers, records, and documents, and to take such testimony, as it deems necessary. Subpoenas may be issued over the signature of the chairman of the committee or any member designated by him, and may be served by any person designated by such chairman or member.

WHERE IS KANSAS CITY'S TRADING AREA?

No guesswork here! Dr. W. D. Bryant, former Director of the Department of Research and Information for the city of Kansas City, spent many months investigating and classifying all the factors which determine the limits of primary interest. From the findings of this nationally recognized expert, Kansas City's trading area has been clearly set down as encompassing all of the State of Kansas, the western half of Missouri, and small parts of Iowa, Nebraska, Oklahoma and Arkansas*. Before the institution of the KMBC-KFRM Team, no one Kansas City broadcaster could provide blanket coverage of the entire area.

*The Study is Available on request

KMBC
of KANSAS CITY
5,000 on 980



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